

MORE Communications Report



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Introduction

The [Medhen Orphan Relief Effort \(M.O.R.E.\)](#) is a nonprofit organization dedicated to transforming the lives of orphaned and vulnerable children in Addis Ababa, Ethiopia. Founded in 2007, the organization operates as a grassroots, volunteer-led nonprofit.

M.O.R.E. provides essential funding and strategic support for the Medhen Social Center (MSC), an NGO located in one of the most impoverished areas outside the center of Addis Ababa. Unlike traditional institutional orphanages, M.O.R.E. utilizes a unique community-based model that integrates children into stable, loving homes rather than housing them in facilities.

To break the cycle of poverty, M.O.R.E. uses a four-pillar strategy focused on sustainable development. First, holistic care stabilizes a child's environment through essential healthcare, nutrition, and secure housing. This foundation is reinforced by educational and vocational initiatives that cover schooling costs and equip youth with technical skills for long-term independence. To ensure family stability, the organization emphasizes economic empowerment by providing caregivers with financial literacy training and the necessary capital to establish a reliable household income. Finally, the model integrates psychosocial support, utilizing tools such as "Memory Books" to provide the emotional guidance and trauma-informed care necessary for children to develop a strong, healthy identity.

In this report, I will analyze multiple aspects of the organization's communication strategies, including Google Analytics, SEO, and newsletter strategies. Combining these analyses, I will make recommendations and actionable steps to take steps toward optimizing communications strategies.

Google Analytics 4 Analysis (October 1, 2025 - December 31, 2025)

Active + New Users

Data

For information on terminology (Total user, new user, active user, returning user), [see here](#).

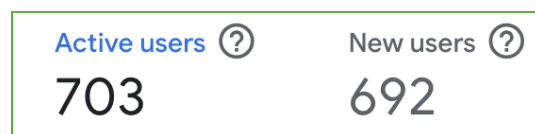


Figure 1: Active and New Users Data

From October 1, 2025, to December 31, 2025, morechildren.org got 703 active users and 692 new users.

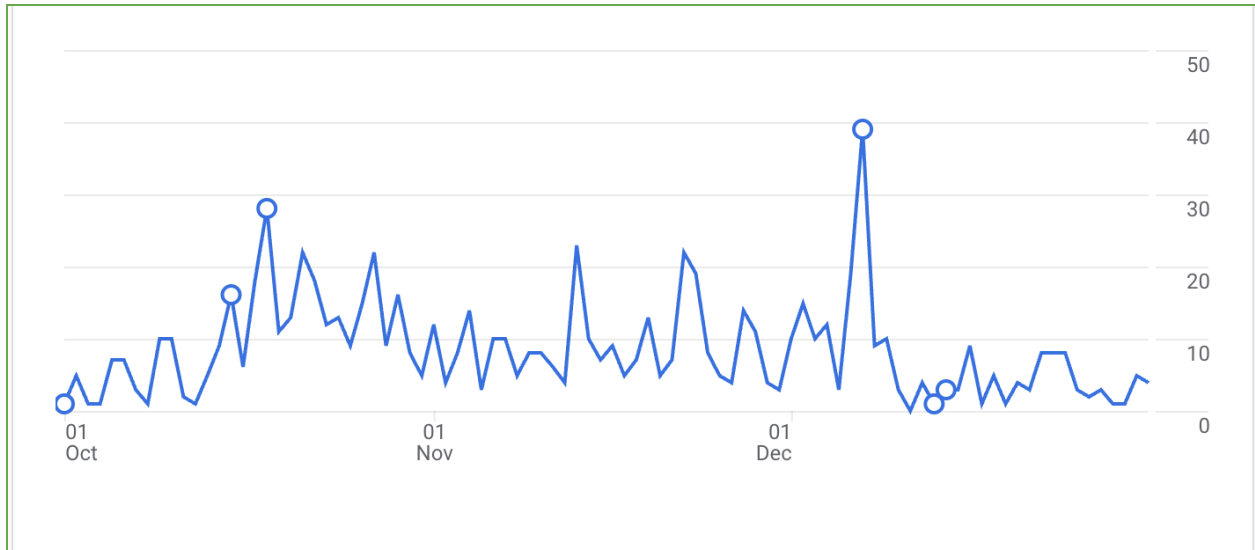


Figure 2: User Activity over Time (October 1, 2025 - December 31, 2025)

Through October and November, web traffic remained steady, with a median daily user number of ~11. The only major fluctuations occurred in December, with a sudden spike in users (peaking at 39) on December 7th. After this spike, users decreased to below average.

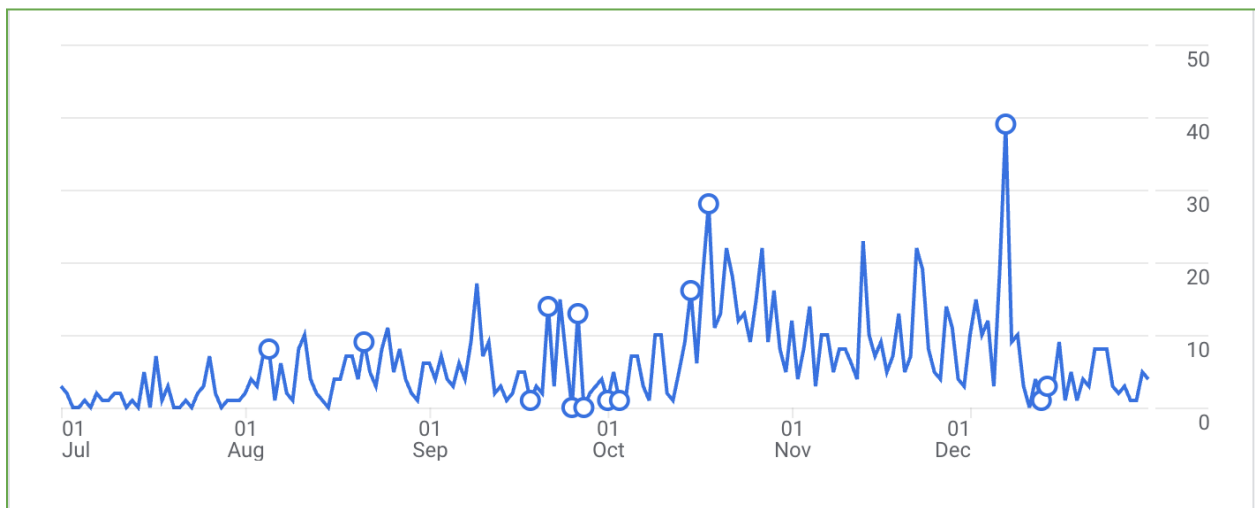


Figure 3: User Activity over Time (August 1, 2025 - December 31, 2025)

Steady growth going into the latter half of 2025, and then a sharp decrease at the end of the year. The busiest months are late October - early December.

Analysis

The data indicates a solid foundation for the MORE website, with a baseline of over 700 active users established during the second half of 2025. The high correlation between active and new users (703 vs. 692) suggests that the site is successfully reaching a fresh audience, which is encouraging. While the

daily median of 11 users shows consistent baseline interest, the significant spike on December 7th of nearly quadruple the average points to a specific catalyst, likely the “giving season.”

Looking at the broader six-month trend (Figure 3), the concentration of activity between late October and early December confirms a clear peak season. This aligns with the "holiday spirit" giving cycle, where engagement surges at the end of the year before tapering off in late December. Moving forward, this pattern suggests that while the year-end is a high-performing period for campaign visibility, there is an opportunity to increase engagement strategies during late-December and early-year periods to maintain the momentum generated during the holiday peak.

Engagement

Data

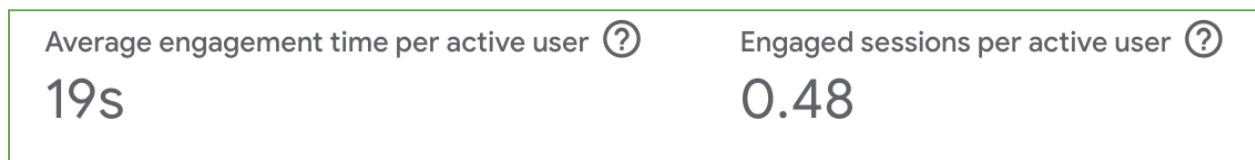


Figure 4: Engagement per Active User Data

On average, about half of active users were engaged with the MORE website for an average time of 19 seconds.

Analysis

The engagement data indicates significant room for growth, with an Average engagement time of 19 seconds and 0.48 engaged sessions per active user. This suggests that while users are finding the site, fewer than half are staying long enough or interacting deeply enough to trigger an "engaged session" (defined by Google as a session lasting longer than 10 seconds, having a conversion event, or including at least two page views). The current 19-second average suggests that many visitors may be scanning the landing pages and leaving without exploring further.

To improve engagement time, focus should be on increasing content engagement on the home page. High-engagement pages like the contact and board sections prove that users will stay when the information is direct and essential. Applying this logic to the homepage and campaign pages by using compelling storytelling (short paragraphs, emotional content), clear calls-to-action, and perhaps interactive elements like videos or impact calculators could help bridge the gap. Increasing the "Engaged sessions per active user" metric will be key to ensuring that the traffic driven by holiday campaigns translates into meaningful, long-term supporter relationships.

User Acquisition

Data

Types of users:

Direct: users enter the site via typing in the direct website URL, via a saved link, or through an unidentifiable source (not one of the categories listed [here](#))

Organic search: users enter the site via organic, unpaid search results

Referral: users enter the site via non-ad links on other sites (commonly blogs or news sites)

Cross-network: users enter the site via ads posted on a variety of networks

Paid search: users enter the site via ads on search engine sites

Email: users enter the site via links in an email

Organic Social: users arrive at the site via non-ad links on social sites like Facebook, Instagram, or Twitter.

First user prim...Channel Group) +		↓	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events
Total			703 100% of total	692 100% of total	66 100% of total	19s Avg 0%	0.48 Avg 0%	4,358 100% of total
1	Direct		545 (77.52%)	536 (77.46%)	41 (62.12%)	15s	0.37	3,258 (74.76%)
2	Organic Search		78 (11.1%)	78 (11.27%)	17 (25.76%)	52s	1.09	731 (16.77%)
3	Organic Social		40 (5.69%)	40 (5.78%)	1 (1.52%)	3s	0.40	160 (3.67%)
4	Email		31 (4.41%)	30 (4.34%)	6 (9.09%)	27s	0.84	174 (3.99%)
5	Referral		6 (0.85%)	5 (0.72%)	1 (1.52%)	26s	0.33	24 (0.55%)
6	Unassigned		3 (0.43%)	3 (0.43%)	0 (0%)	5s	0.33	11 (0.25%)

Figure 6: User Acquisition Data

The most common way to visit the site was through direct search, with 77.52% of acquisitions. The second most common was organic search, with 11.1% of acquisitions.

The most engaged type of user was through organic search, with an average engagement time of 52s, and more than one engaged session per active user.

Analysis

According to the high levels of users who visit the site through direct search, MORE relies heavily on returning users who are already familiar with the site and the mission of the organization. This explains the low average engagement time, as these users already know where to go and what to look for. Offering these users fresh content to explore could increase engagement time and enrich their experience on the site.

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Organic search users are interested in your mission and learning about the organization, as shown in their strong engagement numbers. Adding more outreach and improving SEO will pull in more organic users and boost the health of the site drastically.

Pageview Data

Data

Page path and screen class ▾ +		↓ Views	Active users	Views per active user	Average engagement time per active user
Total		1,333 100% of total	703 100% of total	1.90 Avg 0%	19s Avg 0%
1	/	480 (36.01%)	315 (44.81%)	1.52	11s
2	/m-o-r-e-laughs---2025	177 (13.28%)	88 (12.52%)	2.01	27s
3	/more-champion	135 (10.13%)	76 (10.81%)	1.78	14s
4	/contact	72 (5.4%)	42 (5.97%)	1.71	39s
5	/our-board	45 (3.38%)	34 (4.84%)	1.32	38s
6	/who-we-are	28 (2.1%)	26 (3.7%)	1.08	9s
7	/what-we-do	27 (2.03%)	22 (3.13%)	1.23	17s
8	/thank-you-donation	25 (1.88%)	23 (3.27%)	1.09	17s
9	/press-room	23 (1.73%)	22 (3.13%)	1.05	10s
10	/The-Key-To-Saving	22 (1.65%)	23 (3.27%)	0.96	3s

Figure 5: Pageview Data

The most popular page was the homepage, emphasizing its significance as the primary entry point of your website. Refreshing the homepage content to advertise campaigns/fresh content will keep users engaged for longer.

The homepage was followed by the “MORE Laughs” and “More Champion” campaign pages. This is encouraging, as it means that users are interested in campaigns and donation pages. These campaigns are performing (or performed) exceptionally well, accounting for 23% of total site traffic.

The page that received the longest engagement was the contact page, followed by the board members page. These pages offer straightforward content to fill in/read, which makes this high engagement time unsurprising.

Analysis

The data reveals a strong alignment between your high-traffic pages and your organizational goals, particularly with the 23% traffic share held by the "MORE Laughs" and "More Champion" campaigns. However, the disparity in engagement times, which range from 39 seconds on the contact page to just 3

seconds on others, suggests that while your outreach is successfully driving clicks, the [stickiness](#) of the content varies. Users are clearly willing to invest time in utility pages, indicating a high level of trust and a desire for direct connection with your leadership and staff.

To capitalize on this, there is a significant opportunity to bridge the gap between high-traffic entry points and utility pages. By integrating more interactive elements or storytelling from the "Our Board" section directly into the campaign landing pages, you can deepen the emotional connection during the donation process. Furthermore, investigating the low engagement on specific informational pages will ensure that every click leads to meaningful interaction, ultimately converting more of your homepage visitors into long-term supporters.

A great example of this would be linking to the "Cards for MORE" campaign directly from Nancy Holland's bio on the "Our Board" page.

GA4 Conclusion

The data from October-December 2025 reveals a website that struggles to maintain long-term user engagement. With 703 active users and 692 of those being new visitors, morechildren.org has proven its ability to attract a good baseline of users, particularly during the holiday peak that culminated in a significant traffic spike on December 7th. The fact that the "MORE Laughs" and "More Champion" campaign pages alone attracted nearly a quarter of all site traffic demonstrates that your external marketing and calls-to-action are effectively resonating with potential donors and supporters.

However, the primary challenge lies in the quality of these interactions, as evidenced by an average engagement time of just 19 seconds and a low engaged session rate of 48%. While users are willing to spend significant time on high-intent pages like the contact and board sections, the extremely brief visits to other informational pages suggest a disconnect between user expectations and the content provided. To build on the success of the year-end surge, the focus must shift from simply driving traffic to optimizing the internal user journey. By creating stronger bridges between high-traffic entry points and high-engagement utility pages, the organization can transform brief, curiosity-driven visits into the deep, committed engagement necessary for long-term growth.

Search Engine Optimization (SEO) Recommendations

For a nonprofit, your website is often one of the first interactions with a potential donor. Think of your current SEO (Search Engine Optimization) like a physical storefront: right now, doors are open, but the signs in the windows are very small,

A significant challenge MORE faces in SEO is that the name "MORE" is an incredibly common term, making it difficult to stand out among the millions of search results for similarly named organizations. To overcome this, I recommend shifting strategy away from competing for ranking in your name, and

instead carving out a niche authority in specific areas like "Medhen Orphan Relief", "home-based care", and "breaking poverty cycles". These terms are less general than the name of the organization, and are thus easier for organic searchers to find.

Brief Page-by-Page Audit & Alternatives

What to look for on your three most visited pages.

For vocabulary info, [here is a helpful guide](#).

1. The Homepage

URL: morechildren.org/

Element	As It Is	Alternative Suggestion	Justification/What is this?
Page Title	Medhen Orphan Relief Effort (M.O.R.E.)	Medhen Orphan Relief Effort (M.O.R.E.)	The page title is what comes up on the results page of a search. This is the most important element for Google to index your site. Keeping this element as the name of the organization is crucial for current donors to be able to find the website.
Meta Description	(Missing!)	MORE supports a constantly evolving array of empowering and essential services to orphaned, vulnerable, and underserved youth in Addis Ababa, Ethiopia.	The metadescription appears under the page title. Although it has no effect on Google's rankings, it's like an elevator pitch for the searcher. Summarizes MORE's mission, stays within recommended 155-160 character range. Highlights

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			keywords: MORE, empowering, orphaned, vulnerable, Ethiopia.
Alt Tags	(Missing!)	"A child in the MORE program receiving educational support and mentoring."	Google cannot read images, so alt-tags describe the image in a way that Google can read. Any description at all will help the bots crawl your page more efficiently/accurately. These can be generic, but are a chance to increase frequency of keywords.
Keywords	(Missing!)	Orphan relief, child mentoring, poverty relief, poverty cycles, help orphans in Ethiopia, Medhen Orphan Relief.	These help google to rank your search based on certain terms. These are my recommendations, but your organization will likely have more targeted suggestions based on current campaigns.

2. The "Champion" Campaign (Donation page)

URL: morechildren.org/more-champion

Element	As It Is	Alternative Suggestion
Page Title	MORE Champion Campaign	Support vulnerable and underserved youth in Addis Ababa, Ehtiopia

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Meta Description	(Missing!)	Empower vulnerable youth through the Medhen Orphan Relief Effort (MORE). Your donation provides essential mentoring, relief, and education. Give today.
Alt Tags	(Missing!)	"Graphic showing the impact of a MORE Champion's monthly donation on a child's education."
Keywords	(Missing!)	Monthly giving for orphans, recurring donation nonprofit, child advocate, MORE Champion campaign (or 2026 campaign name).

3. The Board of Directors

URL: morechildren.org/our-board

Element	As It Is	Alternative Suggestion
Page Title	Our Board	Our Board
Meta Description	(Missing!)	Meet the dedicated leaders and experts guiding the Medhen Orphan Relief Effort. Learn about our commitment to empowering underserved youth.
Alt Tags	(Missing!)	EXAMPLE: "[Name], Board Member at MORE, overseeing strategic initiatives for orphan relief and education."

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		Can customize for each member.
Keywords	(Missing!)	Nonprofit board of directors, MORE leadership, orphan relief experts, charity transparency.

While your website structure is in place, the "conversation" with search engines hasn't started yet. By leaving descriptions and keywords missing, you are letting Google decide what to show people. Often, Google just picks random text from the page that might not be compelling.

Filling in these blanks guarantees that you're doing everything on your end to ensure that if someone wants to find your organization, they can.

For more information on SEO (how to change certain elements, what terms mean, etc.) I recommend [Google's SEO Starter Guide](#).

Communications Strategy Recommendations

To transform MORE's digital presence into a sustainable engine for year-round support, the organization must try to balance out high-performing peaks and the quieter months. The data suggests that while the year-end "holiday spirit" drives significant traffic, the current reliance on direct visits limits the organization's reach. By focusing on organic search acquisition and increasing content output, MORE can turn brief 19-second visits into committed donor relationships.

The most critical opportunity for growth lies in strengthening the organic discovery engine. Currently, the website serves as a powerful tool for people who already know the organization by name, but it is less visible to those searching for broader causes. Rather than trying to compete for the generic term "MORE," the strategy should pivot toward carving out niche authority in specific areas like "home-based care" or "breaking poverty cycles in Ethiopia" (As discussed in SEO section).

The next step is creating content around these specific terms. This content will act as an SEO magnet, drawing in new audiences who are passionate about sustainable development but have not yet encountered the Medhen Social Center.

The communication strategy should also prioritize a consistent, story-driven newsletter schedule to mitigate the dramatic traffic spikes typically seen in December. Collecting emails with donations and

adding them to a monthly newsletter can provide updates that focus on the "four-pillar" strategy, or ongoing campaigns. This allows the organization to highlight specific successes without overwhelming the reader. By linking these stories directly to recurring giving opportunities, such as the MORE Champion program or the Cards for M.O.R.E. campaign, the organization can convert one-time holiday donors into consistent, year-round partners.

Ultimately, the goal is to shift the user journey from scanning to immersion. By replacing generic imagery with visual narratives of real impact, such as a student receiving a vocational certificate or a caregiver establishing a small business, MORE can create an immediate emotional hook.

TLDR: Actionable Steps

The information in the sections above may feel overwhelming, so here is a simplified version of how I would approach communications strategy moving forward, based on the findings above. Keep in mind that these steps are interchangeable based on the priorities/time availability of MORE, but they each tie into one another.

1. Increase content

This is the foundation of communications strategy for any website. Getting your message to new eyes and ears requires constant content generation. For MORE, this could look like increased social media presence (standardized posting schedule, expand into new platforms), a consistent blog series/campaign, or even short video content to illustrate the impact that MORE has. This can look like any number of things, but staying consistent is most important. The more content you have, the more likely you are to reach more donors through [organic search](#). This also ties into the [link authority](#) of your website, as the more content you have, the more likely you are to be referenced/reposted on social media and other websites, moving the website up in Google search rankings.

2. Tie content into once-monthly newsletters

The most effective way to combat the "January slump" in web traffic is to stay top-of-mind. By repurposing your new blog posts or social media highlights into a monthly email, you create a reliable "nudge" that brings users back to the site. These newsletters should follow the ["90/10" rule](#): 90% storytelling and impact, and 10% direct ask. This turns your newsletter into a value-add for the donor rather than just a solicitation, and creates a sense of community and long-term loyalty that extends beyond the December giving season.

3. Audit/optimize the full website

While the homepage and campaign pages are high-traffic priorities, a full-site audit ensures there are no "dead ends" for a donor. This involves checking every page for Search Engine Optimized traits.

I would focus on:

1. Page Title
2. Metadescription
3. [Keywords](#)

4. Alt text
5. Ensure every informational page ends with a clear "Next Step"
 - a. Ex: a button to donate, a link to the "MORE Champion" sign-up, or a contact form.

[Here](#) is a helpful browser extension that will list these traits in one place so you don't have to search for them in the code of the website.

4. Reach out/Get involved

Often overlooked by smaller organizations, reaching out to news outlets/blogs/other websites asking to be featured and linked back to is a powerful PR tool and essential step for boosting website growth. As discussed above, building link authority is critical in gaining a more diverse user base, and getting other websites to link back to yours is the basis of building link authority. Cool story/campaign? Reach out, let people know about it. The same thing goes for any events that MORE may host/have a table at/attend. Going to an event? Bring a QR code so that people can conveniently reach your website. Doing this as often as possible will build link authority and increase organic search numbers while also advertising MORE and building a relationship within local communities.

By adding content, cleaning up the website, and spreading the MORE message, you ensure that you attract as many organic visitors as possible, and that once a visitor arrives, the experience is as smooth as you can make it to convert their 19-second scan into a deep dive.