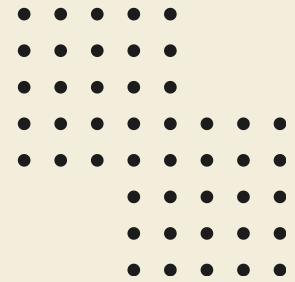


PREPARED BY JACLYN B. FOR THE  
UC DAVIS SEO SPECIALIZATION



2026

# SEO AUDIT & STRATEGY CAPSTONE

This capstone presents an agency-style SEO audit of the website of the GLBT Historical Society. All findings are based on publicly observable information and are shared for educational and portfolio purposes only.

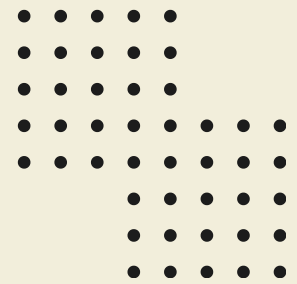


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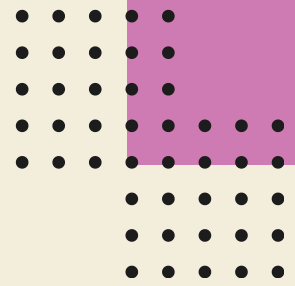
**Portfolio**

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# EXECUTIVE SUMMARY

This project looks at how discoverable the GLBT Historical Society's educational and historical materials are through search, with the goal of identifying practical ways to improve visibility while supporting the organization's values.

The search landscape for this type of content is crowded with large reference sites, universities, and cultural archives. In that environment, success isn't about digital scale. It comes down to search engines and users quickly understanding what a site offers, why it matters, and how its content fits together.

What stood out most was that the site's challenges are structural rather than editorial. Internal linking, page hierarchy, and crawl depth all play a role in whether important historical content is surfaced in search. While the site clearly demonstrates deep expertise and credibility, that authority doesn't always come through in the on-page signals that align with how people actually search.

The strongest opportunities lie in refining what's already there. By clarifying structure, strengthening connections between related content, and prioritizing key resources, the site could make its most valuable material easier to discover—without needing to create more content.



# RECOMMENDATIONS

- **Improve internal paths to key educational content.** Make it easier to reach the most important historical and educational pages by strengthening internal links and reducing how deeply they're nested. Clearer paths help surface high-value content more reliably in search.
- **Sharpen page hierarchy and intent on core pages.** Adjust titles, headings, and opening context so top pages more clearly reflect how people search for LGBTQ+ historical information and which pages are meant to serve as entry points.
- **Strengthen connections between related topics.** Link timelines, themes, and educational resources more intentionally to reinforce topical relationships and make the site easier to navigate and understand as a whole.

## Expected Impact

These recommendations focus on making existing content easier to understand and find in search. By clarifying structure, intent, and relationships across pages, the site can more consistently boost its most valuable educational resources while preserving the depth and care of its historical work.

For a values-driven organization like the GLBT Historical Society, this approach supports stronger discoverability and educational reach without adding unnecessary complexity or long-term maintenance costs.

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# TECHNICAL BRIEF

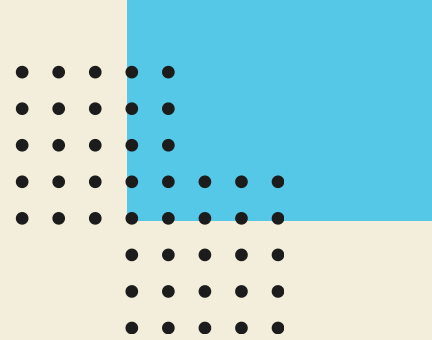


This section explains how I approached the technical audit and how I decided what was worth prioritizing.

I focused on the technical factors most likely to affect how an educational, content-heavy site is discovered through search. Instead of trying to document all issues, the goal was to identify impactful patterns.

The review looked at crawlability, indexation, site health, and structural elements. Issues were prioritized based on potential impact, level of effort, and how closely they aligned with the organization's mission.

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# TECHNICAL FINDINGS OVERVIEW

The technical review brought up a small number of recurring structural themes that are likely influencing how effectively the site’s educational content is discovered and prioritized in search. This overview focuses on impactful patterns, not exhaustive issue lists.

## Crawlability

- Some key historical pages are buried a few clicks deep
- Internal links don’t always guide crawlers toward key content

## Indexing

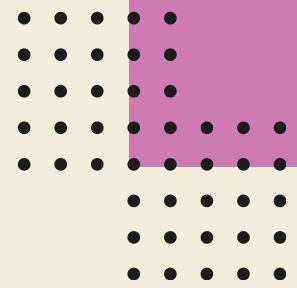
- Core educational pages aren’t always clearly emphasized
- Lower-value pages sometimes compete for attention

## Site Health

- Content-heavy pages raise some mobile performance concerns
- No obvious site-wide technical failures discovered

## Key Technical Elements

- Titles and headings sometimes don’t clearly signal page purpose
- Related topics aren’t consistently connected through structure



# PRIORITIZED TECHNICAL ISSUES

The following issues were prioritized for potential impact on search visibility, estimated effort, and relevance to the organization's mission. Each one focuses on realistic changes that are likely to improve access to educational content.

## **1. Important content can be harder to get to**

Some of the most valuable educational and historical pages aren't well supported by internal links, which makes them easier to overlook.

## **2. Page priority isn't always obvious**

Core educational pages sometimes aren't distinct from lower-value or utility content, so it's not always clear which pages should be treated as main resources.

## **3. Connections with related topics could be clearer**

As explained earlier, titles, headings, and links don't always make it obvious how related themes or timelines fit together (which can weaken overall clarity).

## **4. Heavier pages come with performance tradeoffs**

Pages with longer content or more images raise mobile performance demands that may impact user experience and crawl efficiency.



# COMPETITIVE & KEYWORD ANALYSIS



- **Where & Why for Rank**
- **Intent Alignment**
- **Discovery & Integrity**



This section looks at how the GLBT Historical Society’s website appears in search results for LGBTQ+ history and learning topics that people might actively look for.

In search, competition takes the form of large reference sites—universities, museums, encyclopedias, and digital archives—that tend to rank well because of their size and authority. That makes content visibility and keyword strategies less about volume and more about intent.

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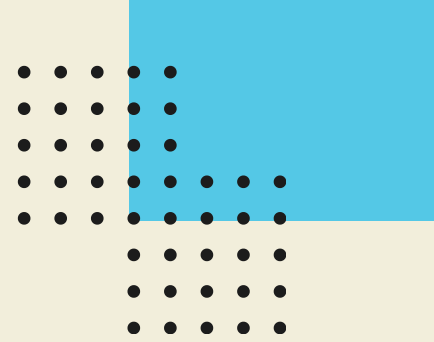
# SEARCH LANDSCAPE & SERP CONTEXT

Looking at search results for LGBTQ+ historical and educational resources, the tipping point for performance is how those pages present themselves. Results that rank well tend to make their purpose obvious early on. You can quickly tell:

- what a page covers
- the time period or theme it focuses on
- why it's relevant

Pages that show up frequently tend to frame information intuitively, use context to guide readers, and show how individual topics connect to broader movements or timelines. When that framing is missing, even strong content can be harder to discover.

For sites with deep archival material, this shifts the challenge toward the organization of information. Pages with similar levels of research and authority can perform very differently depending on how well they convey scope, structure, and relevance.



# KEYWORD STRATEGY

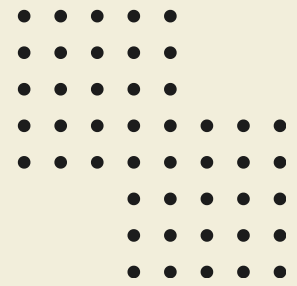
For this project, keyword selection focused on how people genuinely look for LGBTQ+ history and educational material. The goal wasn't to boost traffic, but to identify queries where search intent closely matches the site's existing depth and purpose.

Priority was given to keywords that:

- Reflect how people search for historical context and understanding
- Map cleanly to content that already exists or can be clearly supported
- Emphasize learning and discovery over general reference

Broad or generic terms were intentionally deprioritized. In this space, those queries are usually dominated by encyclopedic sources and don't leave much room for meaningful differentiation. More focused, topic-specific queries offer a better opportunity to surface authoritative content through clarity rather than scale.

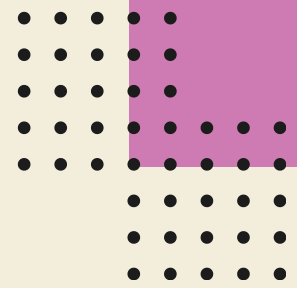
By narrowing the keyword set to what's most relevant, the site is better positioned to compete on credibility and usefulness, rather than volume.



# INFORMATIONAL INTENT KEYWORDS

Content Area / Page Type	Primary Keyword Theme	Est. Monthly Volume in Google Keyword Planner	Notes on Alignment
Historical overview pages	LGBTQ+ history overview	1000–5000	Strong fit for users seeking context and foundational understanding
Timeline-based content	LGBTQ+ history timeline	500–2000	Matches chronological structure and learning focus
Educational resources	LGBTQ+ history resources	500–2000	Well-aligned with discovery and public learning use cases
Thematic or movement pages	history of LGBTQ+ activism	500–1000	Supports deeper exploration of specific topics and movements
Archival or collection pages	LGBTQ+ historical archives	100–500	Reinforces authority and credibility for research-oriented searches

*Keyword volume ranges are based on publicly available planning tools. Exact figures vary by source and are less predictive of performance in informational search contexts.*



# NARRATIVE ADVANTAGE

In a search space that's largely shaped by encyclopedias and academic sources, the GLBT Historical Society's site stands out for how grounded the content feels. The strength here isn't scale or breadth. It's context—history told through lived experience and community memory.

Many competing results aim for neutrality or academic distance. This site approaches history differently, with narratives that reflect cultural continuity, care in curation, and archival depth. This perspective adds meaning in a way broader reference pages often don't. That narrative depth creates room to:

- Clarify why a page exists and what it covers
- Reinforce credibility through thoughtful organization and context
- Support both educators and general audiences looking to understand, not just describe

When paired with more defined structure and on-page signals, this storytelling quality becomes easier for search engines to interpret. It allows the site to compete on relevance and comprehension without needing to match larger sources on size.



# CONTENT & VISIBILITY

This section looks at how the site's existing content shows up in search results and how easy it is to understand once it does. The main goal is to determine whether pages are clear, findable, and doing the work they're meant to do.

In practice, that means looking at how pages appear and read from a search perspective, where structure or context starts to fall apart, and which small, realistic adjustments could help improve visibility.

The goal isn't to overhaul content that already has depth and value. It's to spot where strong material may be underperforming simply because it isn't clearly signposted or well connected.





# CURRENT CONTENT VISIBILITY

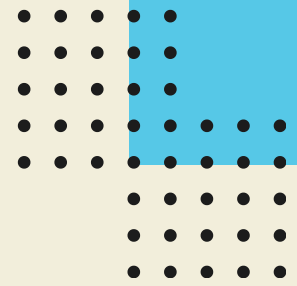
As established, the site shows deep subject-matter knowledge and credibility (especially across its educational and historical content). There's real expertise here, and for users looking for lived history and context, that community-based strength comes through.

At the same time, visibility isn't evenly distributed. Some high-value content is much easier to find than other material that's just as relevant. That imbalance points less to content gaps and more to issues around structure and signaling.

From a search perspective, current visibility is impeded by these elements:

- How clearly pages communicate intent
- How well related topics are connected through internal links
- Whether priority content is framed as a starting point

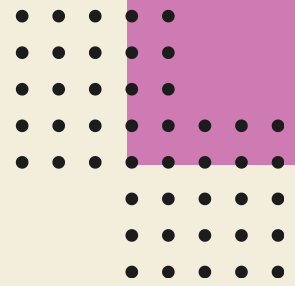
Considered together, these areas represent meaningful opportunities to improve discoverability without intense resource demands or higher long-term upkeep costs.



# WHAT'S WORKING VS WHAT'S MISSING

To recap, the gap between what's already strong and what's limiting visibility is mostly structural. The biggest gains should come from refining how existing content is presented, connected, and emphasized.

What Works	What's Missing
<ul style="list-style-type: none"><li>• Deep, well-researched educational content grounded in historical context</li><li>• A clear mission and strong subject-matter credibility</li><li>• Authority reinforced through archival care and cultural positioning</li></ul>	<ul style="list-style-type: none"><li>• Reliable intent signals that make page purpose very apparent</li><li>• Improved internal connections between related themes and resources</li><li>• Solid emphasis of key pages as entry points for discovery</li></ul>



# TOP PRIORITY OPPORTUNITIES

These opportunities represent the most practical ways to improve search visibility while working with what's already in place and respecting real-world constraints.

- **Strengthen internal links** between related historical topics so key content is easier to reach
- **Make relationships more explicit** between timelines, themes, and educational resources
- **Clarify on-page intent** for priority content by tightening titles, headings, and opening context
- **Surface high-value pages** as clear entry points rather than burying them in deep navigation
- **Reduce fragmentation** by consolidating or better connecting closely related content

Each of these focuses on refinement over expansion. That goal helps support the overall effort to improve comprehension and discoverability without increasing content volume or adding long-term project overhead.



# PROJECT ROADMAP & APPENDIX



This section takes everything from the technical, competitive, and content reviews and turns it into a realistic way forward. The intent was to map out what could be done in a practical scope, in the right order, without unnecessary lift. The roadmap centers on:

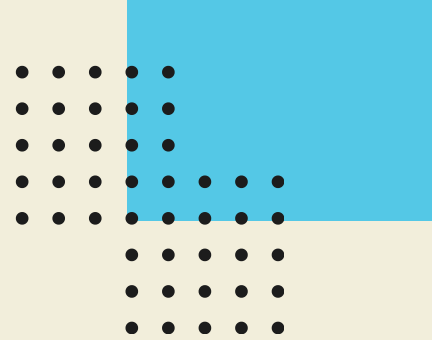
- Tackling the biggest barriers to discovery first
- Making changes in a sequence that builds naturally over time
- Measuring progress through clearer structure and easier access

What follows is a phased 90-day plan to support steady improvement without disrupting existing content, workflows, or the broader mission. It's designed to be practical, flexible, and easy to adapt as priorities shift.



# 90-DAY ROADMAP WITH KPI METRICS

<b>Days 0–30: Foundation &amp; Clarity</b>	<b>Days 31–60: On-Page Alignment</b>	<b>Days 61–90: Visibility Reinforcement</b>
<ul style="list-style-type: none"> <li>• Improve internal linking to reinforce priority educational content</li> <li>• Clarify indexation and crawl paths for key pages</li> <li>• Address baseline performance considerations on content-heavy pages</li> </ul>	<ul style="list-style-type: none"> <li>• Align titles and headings with informational search intent</li> <li>• Strengthen contextual introductions and internal references</li> <li>• Reinforce relationships between related historical themes</li> </ul>	<ul style="list-style-type: none"> <li>• Surface key pages as entry points for discovery</li> <li>• Consolidate overlapping content where appropriate</li> <li>• Monitor visibility trends and structural performance</li> </ul>
<p><b>Directional KPIs:</b>            Top pages indexed and average crawl depth · Fewer weakly linked pages · PageSpeed Insights scores</p>	<p><b>Directional KPIs:</b>            Impressions for mapped informational queries · More unique, intent-aligned title tags · Increased SERP ranks</p>	<p><b>Directional KPIs:</b>            Impressions in topic clusters · More internal links to top pages · Improved click-through rate on key pages · Reliable SERP ranks for educational queries</p>



# APPENDIX & RESOURCES

This appendix includes supporting materials referenced throughout the audit. It's provided for transparency and deeper review, and all publicly available materials were used to inform analysis and prioritization only.

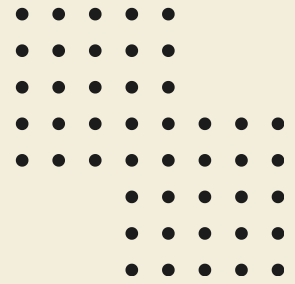
## **Included Resources**

- Technical crawl information (summarized in the corresponding section)
- SERP observations and competitor categorization
- Keyword research details

## **Tools Referenced**

- Web crawlers (public-facing crawls only)
- Google PageSpeed Insights and Keyword Planner

All findings in this project relate to the website of the GLBT Historical Society and do not imply internal access, data sharing, or organizational endorsement.



If you have any questions about the report or how this approach could translate to other organizations or industries, I'm always happy to discuss.



# THANK YOU



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