



B-SIF

Improving Donor Discovery

Topics Covered

- SEO
- Domain Authority
- Backlinks
- 3rd party platforms
- PR

Your Organisation's IDEAL Digital Storytelling Ecosystem



Care for some organic web traffic?



[Our Work](#)

[Reports & Resources](#)

[Get Involved](#)

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[DONATE](#) 



The world is facing an undeniable and growing hunger crisis

Today, less food is available.
Available food is less accessible.
Accessible food is not affordable.

[Learn more](#)



Case Study: Care

- 34.2 Million Backlinks
- 58,000 Keywords
- Domain Authority of 71

What does all of this do?

150,000 organic views per month!!

Feeding SEO



🔍 Search

📍 Need Help

✉ Sign Up

DONATE

HUNGER
IN AMERICA

OUR
WORK

TAKE
ACTION

FIND A
FOOD BANK

HUNGER
BLOG



Case Study: Feeding America

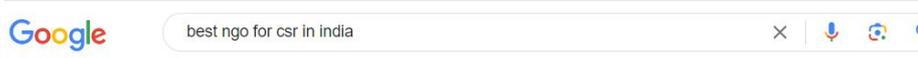


- 1.9 Million Backlinks
- 156,000 Keywords
- Domain Authority of 73

The result?

500,000+ organic views per month!!

Why Does it Matter?



 Nitya Foundation
<https://nityango.org/csr-partners2>

Best Ngo For Corporate Social Responsibility (CSR)

Nitya Foundation is at the forefront of promoting CSR in India and encourages companies to do their part in making a positive impact.

 Smile Foundation
<https://www.smilefoundationindia.org/corporate-partners>

Corporate Social Responsibility (CSR), Best NGO for ...

Transform lives with corporate social responsibility (CSR) partnerships. **Smile Foundation**, a prominent CSR NGO with Pan-India presence, impacts 15,00000 ...

 CSRBox
<https://csrbox.org/Top-companies-with-csr-fund-in-india>

Top 20 Companies with CSR fund in India

Top 20 Companies with CSR fund in India · **Reliance Industries Ltd** · HDFC Bank Ltd · Tata Consultancy Services Ltd · Oil and Natural Gas Corporation Ltd (ONGC).

 Aahwahan Foundation
<https://www.aahwahan.com/corporate-csr>

CSR Corporate Funding | Best NGO for CSR Projects

Aahwahan Foundation is a Bangalore based NGO that need CSR Funds to Support Health, Education, Health, Women Empowerment, Integrated Agriculture, ...

 Aroh Foundation
https://www.aroh.in/Home/what_we_do

Aroh Foundation - Top NGO for CSR in India

AROH Foundation is one of the reputed implementing agencies for Government of India's

[/nityango.org/csr-partners2/](https://nityango.org/csr-partners2/)



 Akshaya Patra
<https://www.akshayapatra.org>

Akshaya Patra-NGO in India Supporting Food & Education of ...

Akshaya Patra is an NGO in India that has dedicated 22 years towards feeding nutritious meals to school children studying in Government & Government-aided ...

You've visited this page 2 times. Last visit: 7/5/2023

 CARE India
<https://www.careindia.org>

CARE India - Top Indian NGO | Charity Foundations in India ...

CARE India is one of the top trusted NGO in India, working for women empowerment, Health & child education in rural areas. Care India- charity foundations ...

 Smile Foundation
<https://www.smilefoundationindia.org>

Smile Foundation: NGO in India for Poor Child Education ...

Smile Foundation - an NGO working for children's education and health across India. Donate money to NGO for underprivileged children's education & health ...

 Youth Ki Awaaz
<https://www.youthkiawaaz.com> · Latest

Top 10 NGOs In India: Making A Difference

14-Jun-2019 — 1. **Sightsavers** · 2. Child Rights and You (CRY) · 3. Give Foundation · 4. GOONJ – a voice, an effort · 5. Help Age India · 6. K. C. Mahindra Education ...

 Saviour Foundation
<https://savioursfoundation.org>

Online Donation for Children Charity in India | Donate to NGO

[/www.akshayapatra.org](https://www.akshayapatra.org)

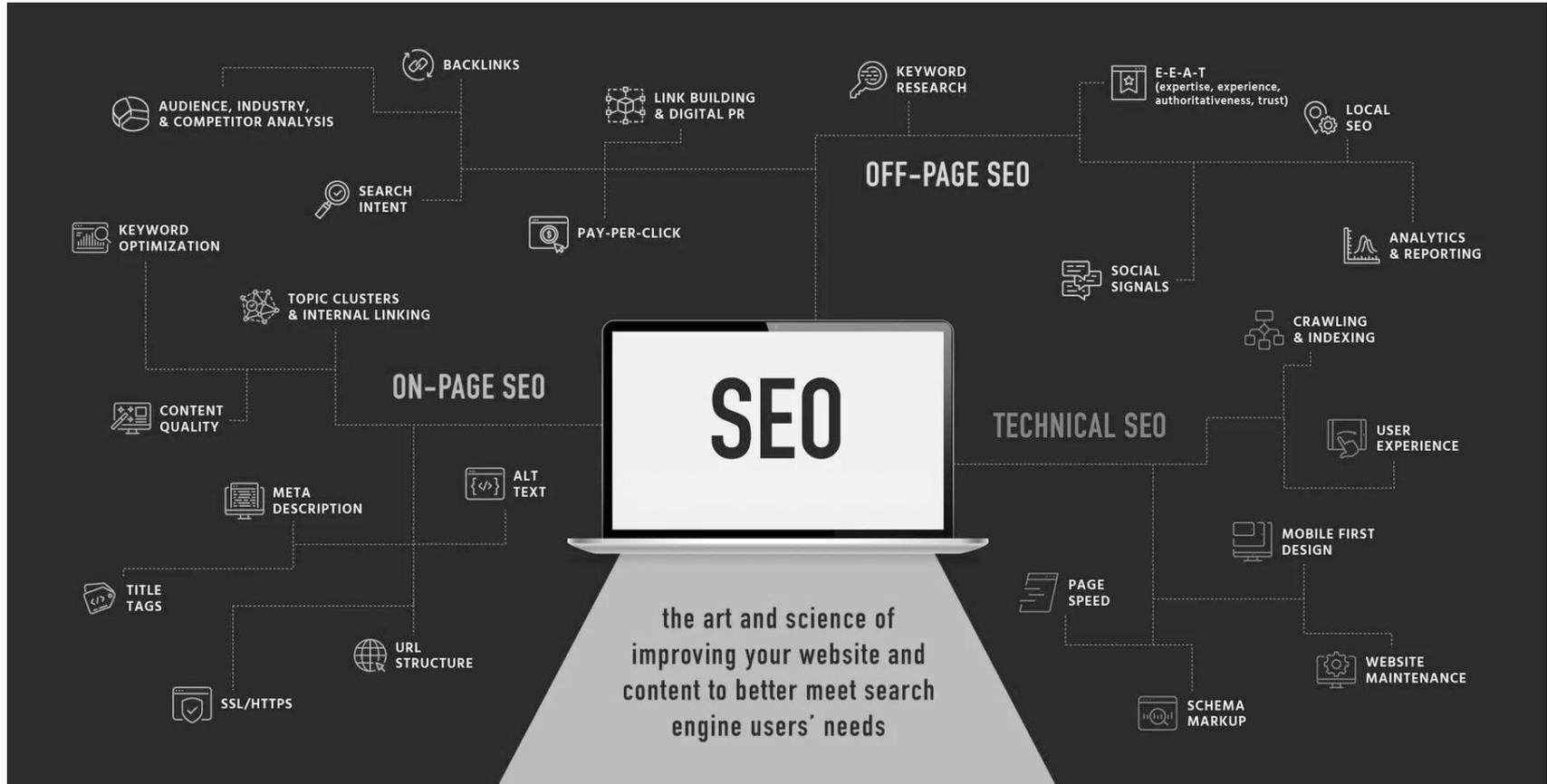
Search Engine Optimization



SEO is the process of optimizing a website to improve online visibility through search results, thereby raising awareness for your organisation's cause, mission, impact and the problem you are trying to solve.

Through SEO, you can increase the chances of online donations, volunteering signups, and raising awareness about your work.

The SEO Universe



Understanding SEO Algorithms

- Google uses more than 200 factors
- Meaning (user intent x content)
- Relevancy (keyword matching)
- Content Quality (trustworthiness via backlinks)
- Technical Factors (accessibility of content)
 - a.) URL structure b.) Page Speed c.) Dead Links c.) Sitemap
- Context (user dependent)

SEO Best Practices



- Keyword Optimization
- Content Optimization
- Mobile Responsiveness
- Image Optimization
- Off-page SEO
- Website Hygiene

SEO Best Practices: Keyword Optimization



- Create 10-20 topic buckets
- Add keywords to the buckets
- Research related keywords via online tools
- Finalize short keywords and long-tail keywords
- Tools available:
 - Ubersuggest (Best price for value)
 - **Google Keyword Planner and Google Trends**
 - Yoast (Great for WordPress; Free version available)
 - SE Ranking Keyword (Paid)
 - Arefs (Industry standard tool; high price)
 - **ChatGPT4 plugins** (value for money)
 - Keywords Everywhere (Good for competitor analysis; cheap)
 - Jasper (End-to-end content creation; \$40/month)
- Domain Authority and Keyword Competition need to match
- Consider monthly search volumes

SEO Best Practices: Keyword Optimization



Google Ads | Keyword plan

Search Appearance Tools and settings Refresh Help Notifications irfan.bashir@bhumi.ngo

Best CSR NGOs, CSR India English Google Aug 2022 – Jul 2023

Broaden your search: + sustainability + ngos + non-governmental organizations + multilateral organizations + social organizations + government [Refine keywords](#)

Exclude adult ideas Add filter 634 keyword ideas available Columns Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> <u>csr</u>	49,500	0%	0%	Low	–	\$0.95	\$3.60	
Keyword ideas								
<input type="checkbox"/> corporate social responsibility	27,100	-18%	0%	Low	–	\$0.13	\$2.16	
<input type="checkbox"/> social responsibility	8,100	0%	-19%	Low	–	\$0.11	\$2.78	
<input type="checkbox"/> csr activities	12,100	0%	0%	Low	–	\$0.12	\$2.79	
<input type="checkbox"/> social responsibility of business	9,900	-19%	0%	Low	–	\$0.12	\$0.42	
<input type="checkbox"/> corporate social responsibility examples	1,600	0%	+23%	Low	–	\$0.08	\$2.00	
<input type="checkbox"/> sustainability reporting	4,400	0%	+50%	Low	–	\$0.11	\$0.95	

SEO Best Practices: On-Page Practices



- Include the main keyword in the post's title
- Website URL should have the keyword
- H1 Tag should have the keyword
- Add keyword in meta title and meta description
- Add keyword in image file name and alt tags
- You can also use semantic keywords
- Add external links
- Add 2-4 internal links
- Long content form performs better
- Add multimedia
- Other practices: multiple H2 headings, FAQs, bullet points and lists, readability, short paragraphs

SEO Best Practices: On-Page Practices



All-time stats

The Most Effective Sports Marketing Campaigns Ev...

Published May 4, 2021

Views

7.8K

Likes

0

Comments

0



SEO Best Practices: On-Page Practices



SEO Readability Schema Social

⚠️ An error occurred: unfortunately our Morphology feature is not working. Please make sure you activate your subscription in MyYoast and then reload this page to make it work properly.

Focus keyphrase ?

Sports

Get related keyphrases

Google preview

Preview as:

Mobile result Desktop result

projectnile.in > 2021 > 05 > 04 > the-most-effective-spor...

The Most Effective Sports Marketing Campaigns Ever - Project Nile

May 4, 2021 - Sports marketing is not a new term in the commercial domain. Instead, it is a time-tested alignment between sports and business houses.



SEO title Insert variable

SEO title Insert variable

Title Page Separator Site title

Slug

the-most-effective-sports-marketing-campaigns-ever

Meta description Insert variable

Sports marketing is not a new term in the commercial domain. Instead, it is a time-tested alignment between sports and business houses.

😊 Premium SEO analysis Sports

😊 Related keyphrase Sports Marketing

😞 Related keyphrase Nike

Keyphrase ?

Nike

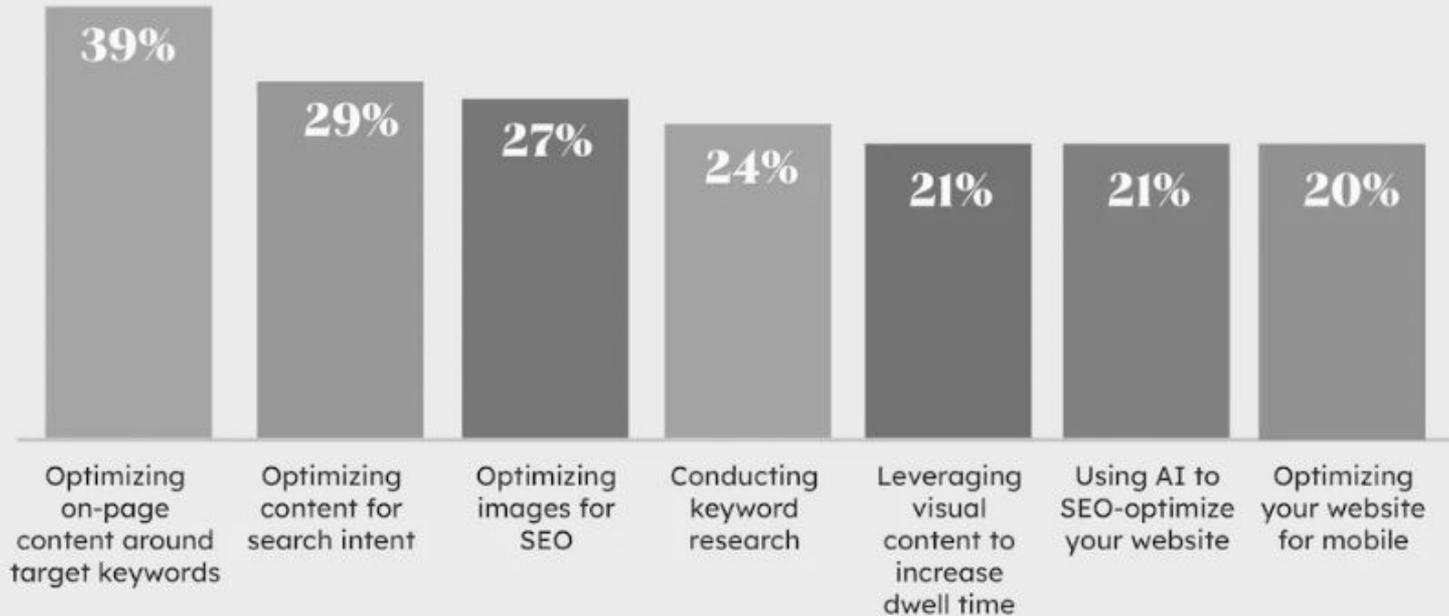
Synonyms ?

Puma, football marketing campaigns, sports campaigns, best sports marketing campaigns of all

SEO Best Practices



Which SEO strategies are most effective for ranking highly on SERPs (top 7)?



A Quick Demo: Using Chat GPT 4



IR I want to write SEO article to feature on search results for the term "Best NGO for CSR" 

 Used **SEO Assistant**    

Great! Here are some keyword suggestions related to "Best NGO for CSR" that you can incorporate into your article to optimize it for search engines:

1. Best NGO for CSR initiatives
2. Top NGOs for corporate social responsibility
3. Leading NGOs in CSR partnerships
4. CSR-friendly NGO organizations
5. Companies partnering with NGOs for CSR
6. Impactful CSR NGO collaborations
7. How to choose an NGO for CSR projects
8. Benefits of partnering with NGOs for CSR
9. CSR projects by top NGOs
10. NGO recommendations for CSR activities

A Quick Demo: Using Chat GPT 4



🔗 Plugins • Enabled plugins: [FX](#)

To create an SEO-optimized article, consider the following steps:

1. **Title:** Use a compelling title that includes the main keyword. For example: "Top 10 NGOs for Effective CSR Initiatives in 2023".
2. **Introduction:** Start with a brief introduction about the importance of CSR and the role NGOs play in it.
3. **Subheadings:** Use the suggested keywords as subheadings. This not only makes the article reader-friendly but also helps in SEO.
4. **Content:** Under each subheading, provide detailed information. For instance, under "Benefits of partnering with NGOs for CSR", you can list the advantages for companies, the impact on society, and real-life examples.
5. **Images:** Use relevant images with proper alt text. For instance, if you're showcasing a particular NGO, use their images and mention "NGO name - CSR project" as the alt text.
6. **Internal and External Links:** Link to other related articles on your website (internal links) and authoritative sources (external links) to back up your claims.
7. **Conclusion:** Summarize the main points of the article and encourage readers to take action, such as reaching out to a recommended NGO or implementing CSR initiatives in their own companies.

A Quick Demo: Using Chat GPT 4



🔗 Plugins • Enabled plugins: [FX](#)

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A Quick Demo: Using Chat GPT 4



IR

Bhumi is India's largest volunteering NGO, engaging 90,000 volunteers every year and benefiting 67,000 children and youth. Bhumi's two core programs are Catalyse (for Civic Volunteering) and Ignite (for educational interventions). Write an SEO article of up to 600 words that incorporates the following keywords:

Best NGO for CSR initiatives
Top NGOs for corporate social responsibility
Leading NGOs in CSR partnerships
CSR-friendly NGO organizations
Impactful CSR NGO collaborations

To create an SEO-optimized article, consider the following steps:

Title: Use a compelling title that includes the main keyword.

Introduction: Start with a brief introduction about the importance of CSR and the role NGOs play in it.

Subheadings: Use the suggested keywords in subheadings if possible.

Content: Under each subheading, provide detailed information.

Conclusion: Summarize the main points of the article and encourage readers to take action,

 Regenerate

A Quick Demo: The Result!



Title: "Bhumi: Leading the Charge as the Best NGO for CSR Initiatives in India"



Introduction:

Corporate Social Responsibility (CSR) is not just a business buzzword; it's a vital element in bridging the gap between companies and the communities they operate within. NGOs play an instrumental role in ensuring these initiatives make a tangible impact on the ground.

Bhumi, as one of India's top NGOs for corporate social responsibility, has carved a niche in providing a platform for impactful CSR NGO collaborations.

1. Top NGOs for Corporate Social Responsibility: Why Bhumi Stands Out

Bhumi's large volunteer base, with a whopping 90,000 volunteers every year, ensures that every CSR initiative is met with dedication, passion, and efficiency. With the ability to benefit 67,000 children and youth annually, the organization becomes a natural choice for corporations looking to make a genuine difference.

2. Leading NGOs in CSR Partnerships: Bhumi's Pioneering Approach

Bhumi has time and again showcased its mettle in fostering robust partnerships with corporate giants. Their Catalyse program is a testament to their commitment to civic volunteering, addressing key issues like environmental sustainability, animal welfare, and community welfare. Corporations partnering with Bhumi know they are aligning with an NGO that prioritizes results, transformation, and sustainability.

3. CSR-friendly NGO Organizations: The Bhumi Blueprint

What sets Bhumi apart as a CSR-friendly organization is its comprehensive approach to community development. Their Ignite program, focusing on educational interventions, empowers the next generation by equipping them with the necessary skills and knowledge. By investing in education, Bhumi ensures that CSR initiatives don't just offer short-term solutions but pave the way for a brighter, self-reliant future for countless youngsters.

4. Impactful CSR NGO Collaborations: Real-world Successes with Bhumi

Bhumi's success stories are not mere numbers on a report. They are transformed lives, educated children, cleaner communities, and a better future for India. By providing corporations with a clear roadmap, transparency in operations, and measurable impacts, Bhumi has successfully ushered in a new era of meaningful and impactful collaborations in the CSR realm.

Conclusion:

As companies endeavor to make meaningful contributions to society, partnering with the right NGO can make all the difference. Bhumi stands tall as India's frontrunner, ensuring that CSR initiatives translate into real-world change. For corporations seeking to make a lasting impact, turning to Bhumi, a beacon in the world of CSR-friendly NGO organizations, is a strategic step towards building a better tomorrow.

Meta Description: "Discover how Bhumi, one of India's best NGOs for CSR initiatives, is transforming corporate partnerships into tangible change for communities. Dive into the world of impactful CSR collaborations with Bhumi today."

Domain Authority (DA)

A Moz algorithm that judges the strength of a website in terms of its ability to rank on a search engine.

For instance, a DA of 50 or higher is much more likely to rank for a competitive search term than a DA of 20.

Check here: <https://moz.com/domain-analysis>

Tiers:

- DA 0-20: 20+ referring domains
- DA 20-40: 600+ referring domains
- DA 40-60: 4K+ referring domains
- DA 60-80: 25K+ referring domains.
- DA 80-100: 300K+ referring domains.

Backlinks

Backlinks are references to your content on other websites. Every time another website mentions and points their readers to your content, you gain a backlink to your site. This in turn helps improve your domain authority and search engine visibility.

How to get Backlinks:

- Op-eds
- Guest posting (Medium)
- Profile Links (Social Media)
- Press Coverage
- 3rd Party Platforms (Directories)

3rd Party Platforms

- NGO Darpan
- CSRBox
- Give
- Ketto
- Milaap
- NSE India
- GuideStar India
- GlobalGiving
- CSRBox
- Wikipedia
- Credibility Alliance
- ngosindia
- Other

The Power of Good PR



Only high praise, no financial help for Forbes list innovator

Prabeerkumar Sikdar / TNN / Jan 3, 2017, 09:18 IST

191 PTS

SHARE



AA

FOLLOW US

You're Reading



Only high praise, no financial help for Forbes list innovator



Capitalize on opportunities within the \$3 trillion blockchain economy...



Consumer court directs airline to pay Rs 90,000



entrepreneurs should have found the road ahead easy . But seven years after 44-year-old Malleasham Chinthakindi hogged head lines for his Laxmi ASU machine, a patented thread processing device that was a boon for hundreds of hand loom weavers, he is struggling to raise money through

HYDERABAD: A class 10 [dropout](#) who made it to the [Forbes list](#) of the seven most [powerful rural Indian entrepreneurs](#) should have found the road ahead easy . But seven years after 44-year-old [Malleasham Chinthakindi](#) hogged head lines for his [Laxmi ASU machine](#), a [patented thread processing device](#) that was a boon for hundreds of hand loom weavers, he is struggling to raise money through crowdfunding.

The Power of Good PR



The suffering of his mother drove this innovator to change lives of a whole generation of weavers! Help make a bigger difference!

★ Star Campaign ★

RAISED
INR 4,00,100
NEW GOAL INR 4,00,000

DAYS LEFT
0

114% FUNDED

The goal of this campaign has been stretched after meeting its initial goal of 3,50,000 INR.

Accepts funds from Indian Passport / ID holders only.

Successful

Closed For Contribution
To contribute any amount without rewards.

Follow campaign

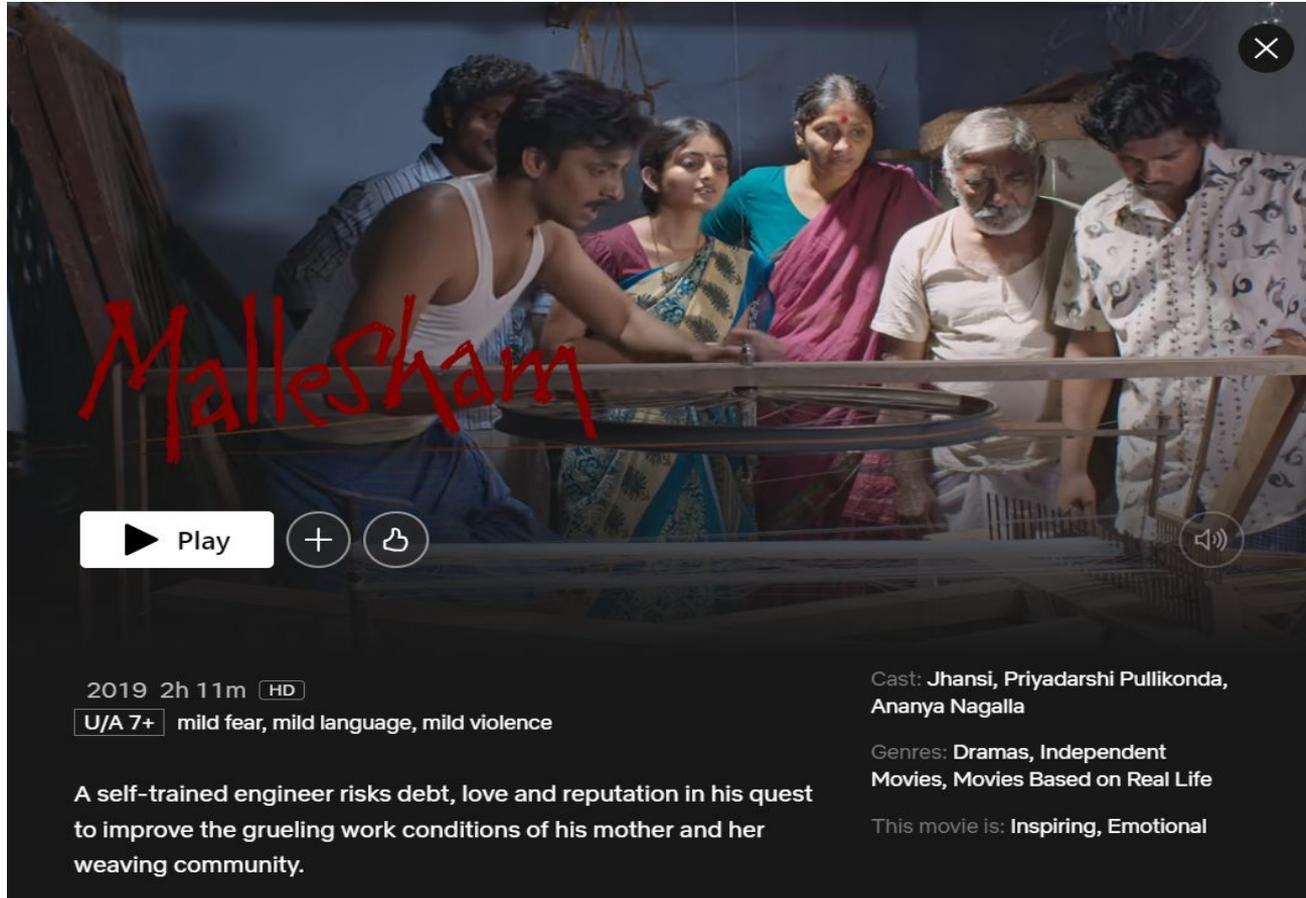
Idea, Livelihood

Started from 29/11/2016

Ended on 23/01/2017

Message Campaign Owner

Netflix made a documentary on him!



A screenshot of a Netflix video player interface. The background image shows a group of people in a traditional Indian weaving loom. The title "Malleasham" is written in large, red, handwritten-style text across the center. Below the video frame are standard playback controls: a play button, a plus sign, a share icon, and a volume icon. At the bottom, there is a synopsis, a cast list, and genre information.

Malleasham

2019 2h 11m **HD**

U/A 7+ mild fear, mild language, mild violence

A self-trained engineer risks debt, love and reputation in his quest to improve the grueling work conditions of his mother and her weaving community.

Cast: **Jhansi, Priyadarshi Pullikonda, Ananya Nagalla**

Genres: **Dramas, Independent Movies, Movies Based on Real Life**

This movie is: **Inspiring, Emotional**

When to Write a Press Release



- New Product Launches
- Partnerships
- Product Updates
- Events
- Grand Openings
- New Partnerships
- Rebranding
- Executive Promotions/Hiring
- Awards

How to Write a Press Release



- Contact information and 'For Immediate Release' at the top
- Include the date and your location
- 5Ws 1H
- Include quotes of relevant stakeholders
- Bulleted facts and figures
- Contact Information
- NGO details
- Three hash symbols(###) to signify the end of the release



May 25, 2022

FOR IMMEDIATE RELEASE

Contact: Julianne Hanckel, 603-943-1940, julianne.hanckel@lifeworksaustin.org

Local non-profit and its partners house 1,000 youth experiencing homelessness

LifeWorks marks housing milestone, highlighting the importance of housing during Mental Health Awareness Month

Austin, TX – LifeWorks and its partners in ending youth homelessness are celebrating an incredible milestone: providing safe, affordable housing to more than 1,000 youth in less than four years.

The movement to End Youth Homelessness launched in October of 2018 after Austin was awarded a Youth Homelessness Demonstration Program grant. Partners including LifeWorks, ECHO, Caritas of Austin, and The SAFE Alliance worked with youth with lived experience in homelessness to construct a series of responsive housing programs and direct service resources for clients meant to shorten the time a client is experiencing homelessness.

LifeWorks clients have higher mortality rates than those in their age group who are safely housed and display higher rates of mental health and substance abuse issues. As Mental Health Awareness Month continues, it is critical to recognize the link between housing and homelessness, as housing is a social determinant of healthcare.

"Nearly 80% of LifeWorks clients have experienced foster care, the juvenile justice system, or both, and come into LifeWorks programs with complex trauma. As the CDC has declared youth mental health a public crisis, the lack of housing can deeply impact health and wellbeing," LifeWorks CEO Susan McDowell said.

At the height of the pandemic, LifeWorks housed more than 20 youth a month, providing critical resources in a time of worldwide crisis. Our data tells us that there will be 509 youth experiencing homelessness in the city tonight.

Efforts to house youth are ongoing and as the affordability crisis persists, an increased need for additional affordable housing units is imperative on the success of LifeWorks mission to end youth homelessness in Austin. For more information on supporting LifeWorks efforts to end youth homelessness, visit LifeWorksAustin.org.

About LifeWorks

LifeWorks is a fearless advocate for youth and families seeking their path to self-sufficiency. We are committed to innovative problem solving, shared accountability and a relentless focus on achieving real, sustainable, and measurable results for the clients we serve.

###

WWW.LIFEWORXSAUSTIN.ORG



Next Masterclass: Lead Generation



Website: bsif.codeblue.io

Email: bsif@bhumi.ngo

Contact: +91 9070012536

Thank You!