



# SPRINGS RESCUE MISSION

## EXECUTIVE SUMMARY

The Springs Rescue Mission was not ranking well for search engine queries of target terms related to the keyword “homeless shelter.” SRM wanted to improve rankings without compromising their core values, like not labeling individuals struggling with homelessness as “the homeless.” We worked together to create solutions that improved rankings without altering their specific messaging and language.

## ABOUT THE CLIENT

Springs Rescue Mission is a homeless shelter located in Colorado Springs. Since 1996, SRM has been fighting homelessness in the city by providing food, clothing, household supplies and various services to individuals and families in need.



## CHALLENGE

Previously, searches related to “homeless shelter,” either locally or nationally, found SRM buried in search results on page 4, 5 or 6. High rankings are vital to SRM’s website goals of:

- Driving website traffic
- Fostering brand awareness
- Connecting with individuals in need
- Engaging with donors and volunteers

## SOLUTION

By performing a website audit and content gap analysis, we identified missing keywords. We revised existing website content and created new content with the purpose of increasing overall keyword density without compromising content quality or user experience. Through smart SEO strategy and implementation, the SRM website rose to prominent rankings, making it easier to find.

## RESULTS

We saw improvements almost immediately. With the content updates, Springs Rescue Mission's rankings moved from pages 4 - 6 to page 1 within a few weeks. Now, when users search variations of "homeless shelter Colorado Springs," SRM ranks consistently in the top 5.

SRM relies on their website for community outreach and support. Improved online visibility means more organic traffic to their website. This ultimately results in increased donations and more volunteers, both of which are necessary for this valuable organization to continue its fight against homelessness in Colorado Springs.

SEARCH ENGINE PAGE RANKING

#1 PAGE

SEARCH ENGINE QUERY RANKING

TOP 5

The screenshot shows the Springs Rescue Mission website. At the top, there is a navigation bar with the logo and a menu icon. Below the navigation bar is a hero section with the headline "Building a **COMMUNITY** of Hope" and a "LEARN MORE" button. The main content area features two call-to-action buttons: "Give **HELP**" and "Receive **HELP**". Below these are two sections: "I WANT TO HELP" and "I NEED HELP". A video player is visible with the text "See how we help". Below the video player is a section titled "What does my donation do?" with four icons representing different services: Food (289,000 meals), Shelter (27,000 nights of shelter), Job Training (43,000 hours of job training, classes & work therapy), and Rehabilitation (3,900 hours of counseling). At the bottom, there are logos for various partners and a "DONATE" button.

## ABOUT US

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, User Experience Strategy, Content Strategy + Development, Email Marketing and more. Contact us to learn how we can put our solutions to work for you.

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