



Raising the profile of the Birkenhead & Tranmere Community Benefit Society - June 2023

Content list

Table of Contents

- Content list.....2
- Section 1 – Client Brief.....5
 - Introduction to Birkenhead and Tranmere Community Benefit Society Limited (BATCBS).....5
 - What are BATCBS ambitions:.....5
 - What BATCBS does:.....5
 - Who leads: *Philip Barton, Chairman & Director*.....5
 - What does BATCBS need:.....6
 - Budget: Total for this campaign, £500.....6
 - Time scales: 2-5 years.....6
- Section 2 - Existing Situation.....7
 - SWOT Analysis.....7
 - Current situation of SEO Analysis for existing BATCBS Website.....8
 - What has been done to currently to monitor BATCBS website?.....9
- Section 3 – Competitor Analysis.....10
 - Competitors.....10
 - Competitor Research.....10
 - Google.....10
 - Social Media.....10
 - Market analysis.....11
 - Assess Paid Advertising.....11
 - Competitor Website Evaluation.....12
 - SEMRUSH BATCBS DOMAIN OVERVIEW.....13
 - SEMRUSH LEICESTER CBS DOMAIN OVERVIEW.....14
 - SEMRUSH LANGLEY CBS DOMAIN OVERVIEW.....15
- Analysis of Competors Websites.....16

Leicester Community Benefits Society.....	16
Address: Pilgrim House, 10 Bishop St, Leicester LE1 6AF.....	16
Langley Community Benefits Society.....	17
Address: St Thomas Centre, Ardwick Green North, Manchester. M12 6FZ.....	17
BATCBS Website Evaluation Survey User Experience.....	18
Review & Comparasion of SEO Strategy of Client v Competitors.....	19
Content Marketing Analysis.....	19
Social Media Presence Analysis.....	20
Email Marketing Analysis.....	20
Competitor Customer / Client reviews /Feedback.....	20
Section 7 – Analysis Conclusion.....	21
Observations from Leicester Community Benefits Society.....	21
Observations from Langley Community Benefits Society.....	21
Section 4 – BATCBS Campaign Objective.....	23
The Objective.....	23
The Proposed KPI.....	23
BATCBS Campaign Progression.....	23
Section 5 – BATCBS Audience Profile.....	24
Demography.....	24
Birkenhead.....	24
Tranmere.....	24
Economic statistics.....	25
Ethnicity in Wirral.....	25
Audience message focus.....	25
Section 7 – BATCBS Action Plan for Short Term Objectives (within 2 years).....	26
1. SEO.....	26
Landing page.....	26
Promote Keywords (from https://www.wordhippo.com & Competitor Analysis).....	26
2. Create Google Business profile to link to global searches.....	26
3. Raise Social media profile of BATCBS.....	27

4. Use of Influencers.....	27
5. Emails to promote BATCBS facilitation.....	27
6. Blogs to promote BATCBS facilitation.....	27
7. Webpage to promote BATCBS facilitation.....	28
Section 7 - Evaluation of Campaign.....	29
Monitoring KPI.....	29
Time scale for each measurement.....	29
Option for A/B Testing.....	29
Prepare each page.....	31
What is the BATCBS Font?.....	31
What are the BATCBS Hex Colours?.....	31
Any other feature format styling?.....	32
Write script for each page.....	32
Layout of Presentation.....	32
Compete Presentation with 'Any Questions' page.....	32

Section 1 – Client Brief

Introduction to Birkenhead and Tranmere Community Benefit Society Limited (BATCBS)

What are BATCBS ambitions:

1. To improve our local community and area
2. Create real and practical community engagement to improve lives of everyone who lives in Birkenhead & Tranmere Wards

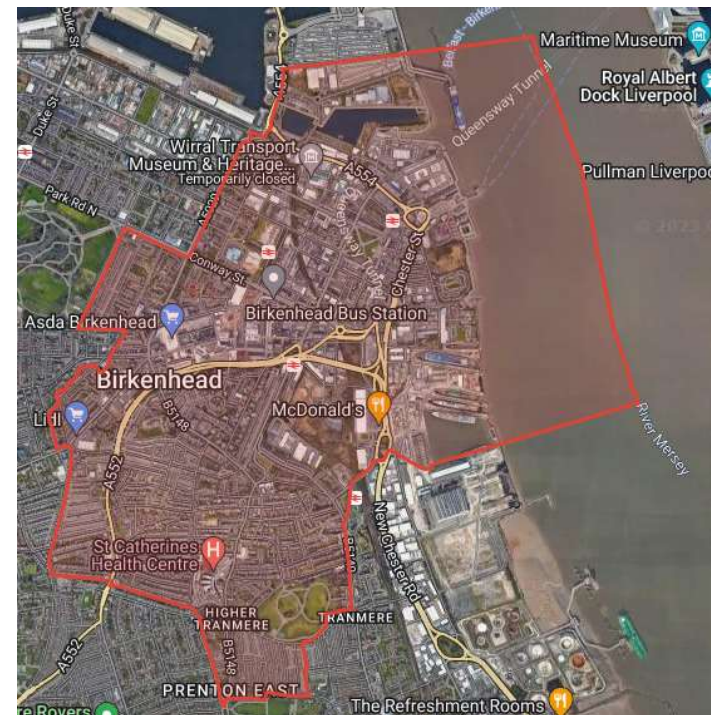
What BATCBS does:

BATCBS aims to facilitate activities which benefit people living and working in the area of Birkenhead and Tranmere, Merseyside (see map).

Members of the Society themselves only benefit in so far as they are living or working in the area of Birkenhead and Tranmere, Merseyside.

As a community benefit society, any profit made by BATCBS must and will be used for the benefit of the community as a whole, not just its members. (<https://www.uk.coop/resources/community-shares-handbook/2-society-legislation/21-bona-fide-co-operative-societies/211>)

Who leads: Philip Barton, Chairman & Director



What does BATCBS need:

1. Raised profile
2. Explanation of what exact is a CBS (*image providing a fishing rod, not the fish?*)
3. Change in Website tone to be locally accessible (simpler language and structure)
4. Clear idea what the Birkenhead and Tranmere community actually wants

Budget: Total for this campaign, £500

Time scales: 2-5 years

Section 2 - Existing Situation

SWOT Analysis

	Strengths	Weakness
Internal	<ul style="list-style-type: none"> • Have existing funds • Desire to make changes • Regulated by Gov. • Registered as CBS • Actual project successes • Website • Web support available • Local network knowledge 	<ul style="list-style-type: none"> • Lack of Resource • Local ignorance of CBS • Lack of support from WBC & UK Gov. • Social invisibility • Local mistrust • Local apathy • No Facebook presence • No links to other websites. • No research into fundraising. • Poor Website UX • No links to other organisations websites
	Opportunities	Threats
External	<ul style="list-style-type: none"> • Only CBS in Wirral • Local entrepreneurship • Able to apply for grants • Raising awareness of CBS 	<ul style="list-style-type: none"> • Obtaining limited funds from Council & others. • Local culture of dependency. • Other groups are better organised/established

Current situation of SEO Analysis for existing BATCBS Website

Data Source	Domain Authority	Keywords	Monthly traffic	Back Links
Ubersuggest	2	62	11	1 (off page)
Semrush	7	44	4	77 (on page)

Data Source	Top SEO Page Names	Visits
Ubersuggests	Archive	6
	What's a Community Benefits Society Anyway?	4
	Heritage Assessment	0
	Community-Led Housing	0
	Geography (Maps)	0

Data Source	Keywords	Traffic Volume	Position
Semrush	Tranmere forum	2900	17
	Tranmere Birkenhead	390	33
	Conservation with friends	320	49
	Birkenhead latest news	70	22

Current situation of SEO Analysis for existing BATCBS Website

Data Source	Keywords	Traffic Volume	Position
Ubersuggests	Tranmere forum	4,400	15
	Community benifits society	720	18
	Charitable community benifits	70	16
	What is a community benefits Society	70	17
	Derby Road	50	67
	St Catherine's Church tranmere	30	77
	Tranmere Methodist Church	30	46
	Old photos of Birkenhead	90	61
	Hamilton Square	1,300	58

What has been done to currently to monitor BATCBS website?

1. Weekly report via ICEGRAM EXPRESS App
2. Weekly Review of email contact requests
3. Monthly Update of WordPress Plugins
4. Monthly deletion of received Spam

Section 3 – Competitor Analysis

Competitors

- Leicester Community Benefits Society
Website: <https://www.leicestercommunitybenefit.org.uk/>
- Langley Community Benefits Society.
Website: <https://www.gmcvo.org.uk/>

Competitor Research

Google

Using GOOGLE Search with the phrase “*Community Benefits Society near me*” for Wirral, Birkenhead and Tranmere, BATCBS was returned as the first choice. Tranmere Forum appeared, but that does not operate as a Community Benefits Society. However, the next GOOGLE search offering were Leicester Community Benefits Society and Langley Community Benefits Society.

Although in a different geographic location, the principal objective are the same, and they have a different approach which which BATCBS could use to improve its appeal and local profile. These two Societies were chosen to assess a comparison with BATCBS. However, there appears to be an earlier Website for Langley CBS which is still accessible, but dormant.

Social Media

The Social media search revealed that both Leicester Community Benefits Society and Langley Community Benefits Society have Facebook Business Profiles. BATCBS does not have a Facebook Business Profile.

Market analysis

Market analysis was not undertaken, as none of the CBS had products or services to 'market'. But there were off-page back-links to local commercial operations.

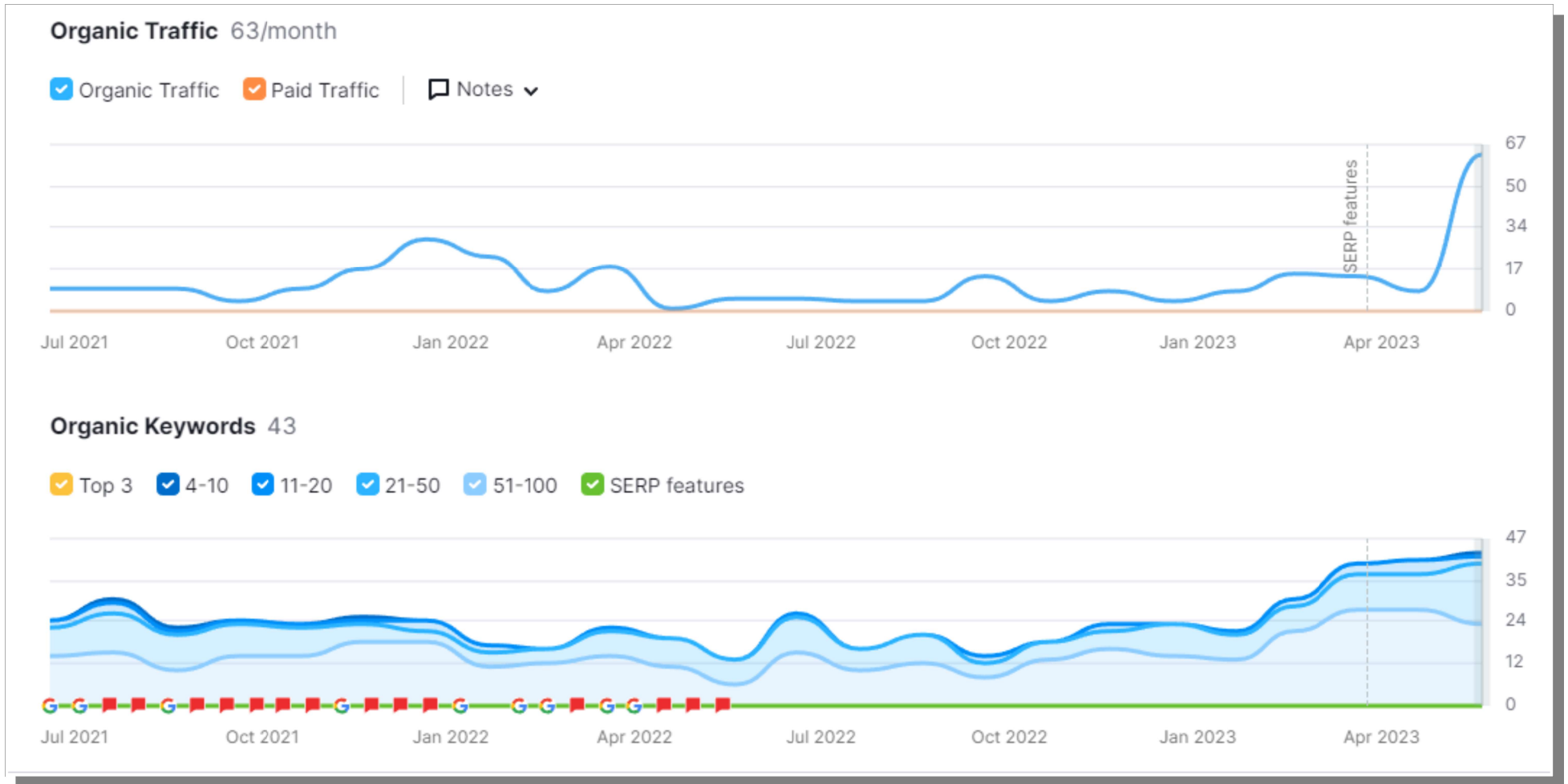
Assess Paid Advertising

There appears to be no paid advertising undertaken by Leicester CBS or Langley CBS.

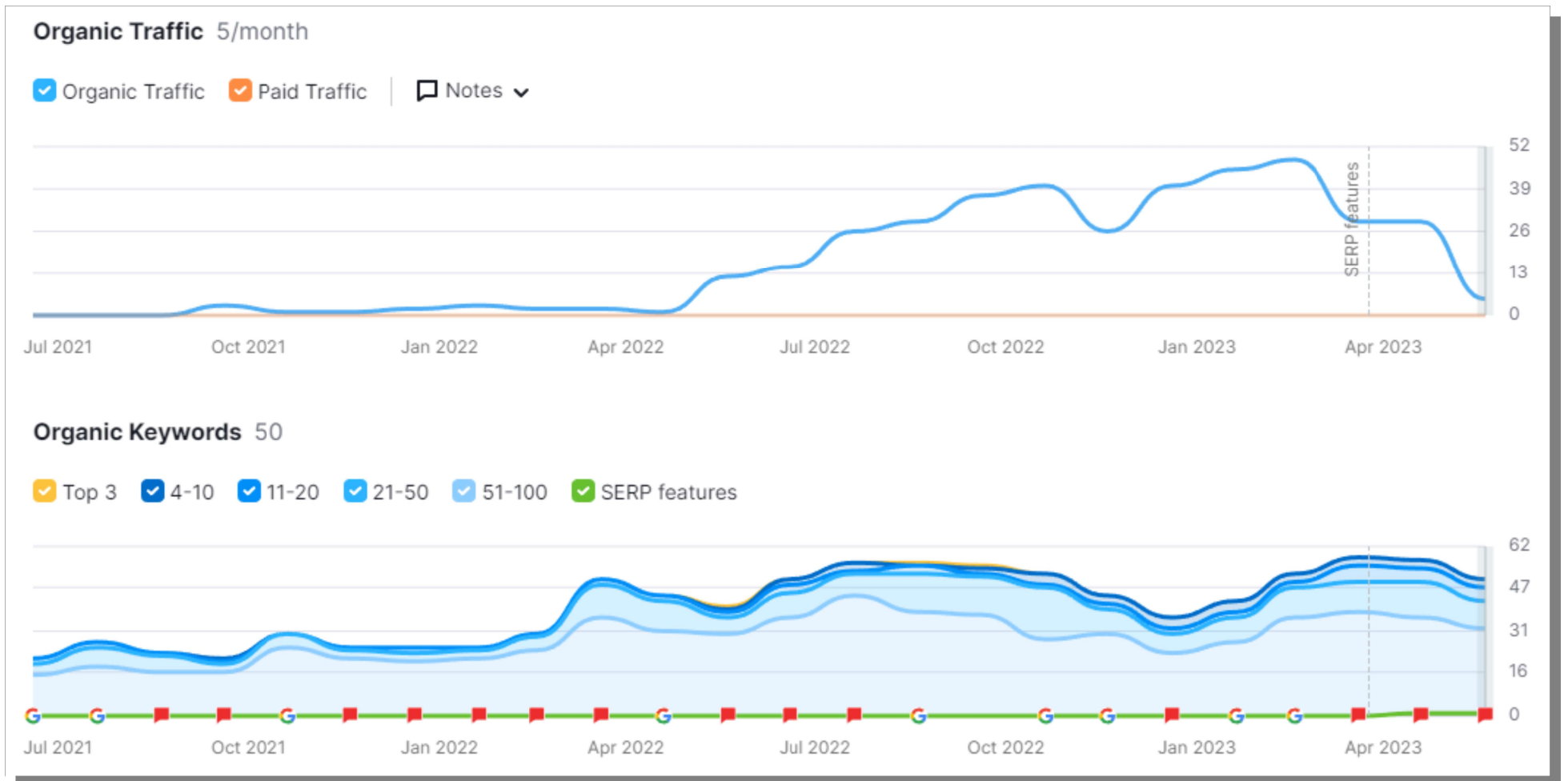
Competitor Website Evaluation

Website	B'head & Tranmere CBS https://batcbs.org/	Leicester CBS https://www.leicestercommunitybenefit.org.uk/	Langley CBS https://www.gmcvo.org.uk/
Design	Graphene Themes	It'sEeze	GMCVO Databases
Functionality	Good	Good	Good
User Experience (UX)	Images & lots of text	Simple clickable links	Lots of images & few words
Page Speed	Fast	Fast	Fast
Mobile Phone Responsivity	Fast	Fast	Fast
Ease of Navigation	Click separate topic	Click from Landing page	Scroll down Landing Page
Visual Design	Automatic scrolling Images of People/Maps; Colour Dark Blue is dominant Menu Bar	Images of CBS Shop interiors & food; Scroll & Click boxes to other pages. Colour Green is dominant. Menu Bar	Lots of words and thumbnail images Coloured clickable boxes to other Pages. Colour White is dominant. Menu bar.
Content Quality	Scrolling Event topics. Friendly but self-praising	Limited. Last blog was posted 2020	Stressing CBS history and funding successes

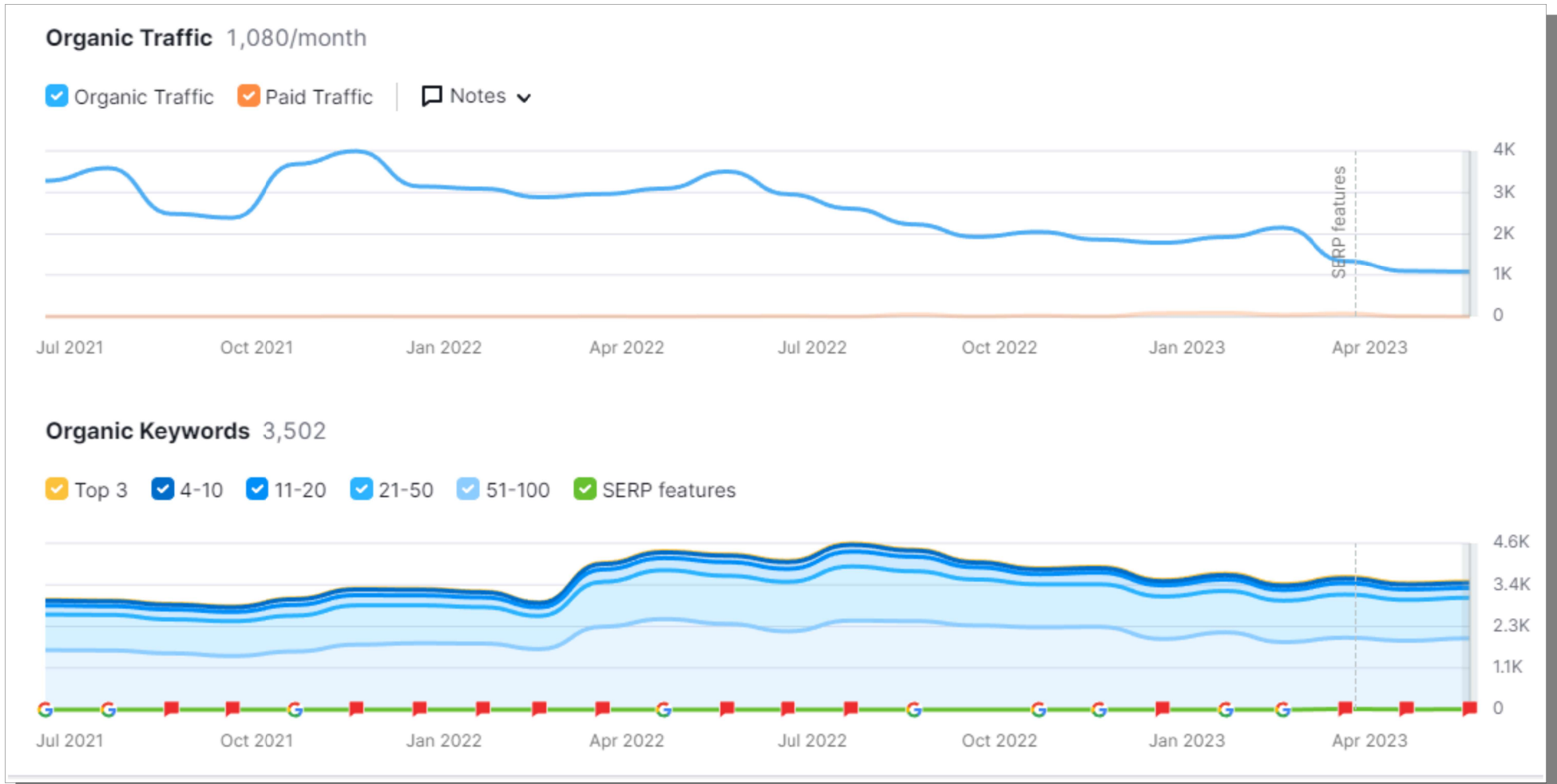
SEMRUSH BATCBS DOMAIN OVERVIEW



SEMRUSH LEICESTER CBS DOMAIN OVERVIEW



SEMRUSH LANGLEY CBS DOMAIN OVERVIEW



Analysis of Competitors Websites

Leicester Community Benefits Society

Address: Pilgrim House, 10 Bishop St, Leicester LE1 6AF

Data Source	Top SEO Page Names	Visits	Back links	Face book
Ubersuggests	What we do	25	0	0
	Low cost household items	3	0	23
	Domestic Engagement	0	0	0
	Membership	0	0	0
	Search	0	0	0

Data Source	Keywords	Traffic Volume	Position
Ubersuggests	Community shops near me	1,000	6
	Community shop Leicester	320	3
	Community shop near me	1,000	10
	Shop in Leicester	1,600	18
	Benefit shop	70	13
	Stocking farm community shop	70	12
	Community shop stocking farm	140	14
	Leicester society	90	11
	Shop benefit	70	19

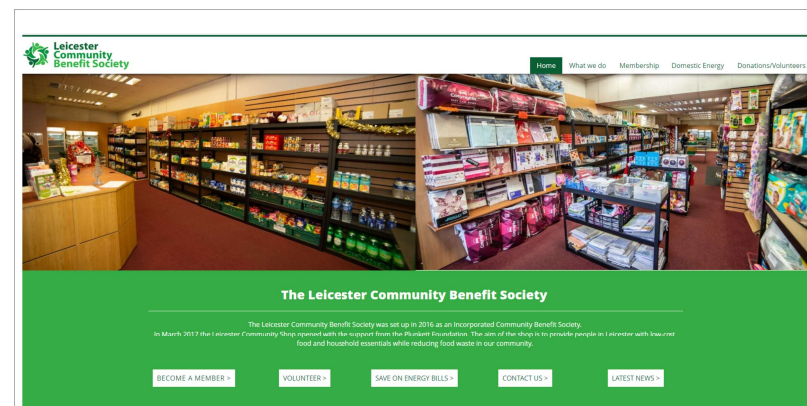


Figure 1: landing page
<https://www.leicestercommunitybenefit.org.uk/>

Langley Community Benefits Society

Address: St Thomas Centre, Ardwick Green North, Manchester. M12 6FZ

Data Source	Top SEO Page Names	Visits	Back links	Face book
Uber suggests	Dealing with Conflict	860	0	1
	www.gmcvo.org.uk	276	121	89
	Convention of the North 2023	150	0	0
	Bolton CVS (via support directory page)	111	0	0
	Support and resources for BAME communities (via coronavirus page)	100	0	61

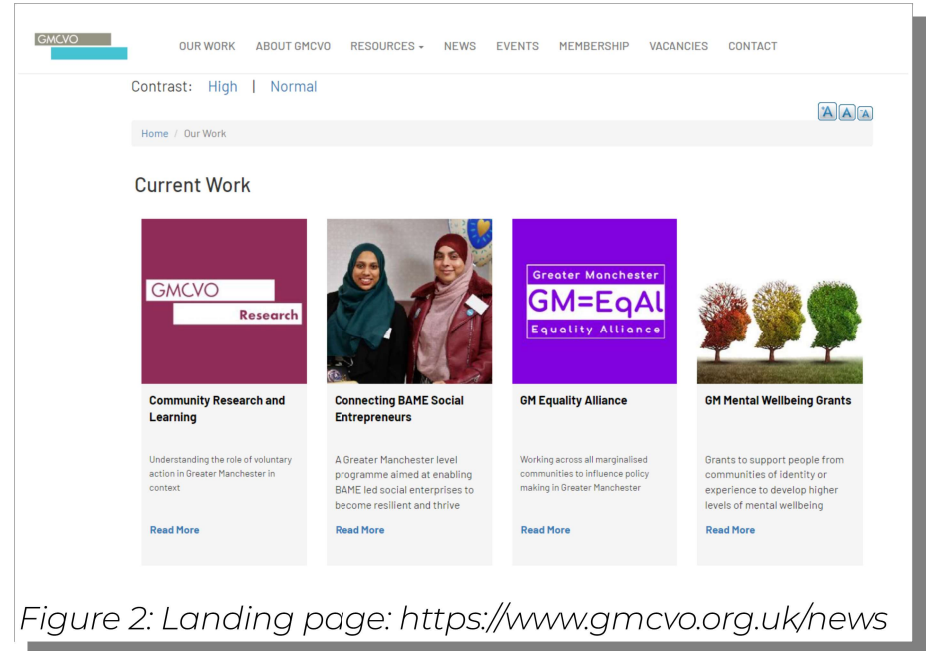


Figure 2: Landing page: <https://www.gmcvo.org.uk/news>

Data Source	Keywords	Traffic Volume	Position
Ubersuggests	Cudsa (Confront the behaviour)	2,400	1
	gmcvo	480	1
	Bolton cvs	720	2
	Community developers	720	2
	Convention of the North	210	1
	Social capital	3,600	9
	Convention of the North 2023	210	1
	gmcvo jobs	110	1
	social mark	1,300	8

BATCBS Website Evaluation Survey User Experience

All three websites were very different, therefore it was not possible to easily compare web-styles. However, a small User Survey was undertaken and the results are in the following table.

Small focus group responses:	Proposed Action	When
<i>Not easy to navigate;</i>	Consider changing WordPress theme, which maintains the BATCBS Identity while improving usability.	To be discussed with Board & Web Designer
<i>Still don't know was CBS does;</i>	Change location of Page to Landing page. Consider imagery (e.g. fishing rod v fish). CBS supplies the fishing rod, NOT the fish.	To be discussed with Board
<i>Language too intellectual;</i>	Use Reading age analysis and set age to 10 yrs old	To be discussed with Web Designer
<i>Font size too large, so need to scroll a lot.</i>	Investigate how mobile phones handle similar sites.	To be discussed with Web Designer
<i>Not easy to read via a mobile phone</i>	Investigate how mobile phones handle similar sites.	To be discussed with Web Designer
<i>Needs to be simpler;</i>	More User centric.	To be discussed with Web Designer
<i>Needs more 'How do I... ' links.</i>	"Ask Question-Get answers." web page link. Research <i>Stackexchange</i> .	To be discussed with Web Designer

Review & Comparison of SEO Strategy of Client v Competitors

Semrush Analysis	BATCBS	Leicester CBS	Langley CBS
Search Engine Ranking	7	8	29
Keywords targeted	44	50	3,500
Back links	77	15	16,800
Link building strategies	4	7	909

Note: The assessment of Quality and Quantity was not undertaken as the each CBS had different directives and focus.

Content Marketing Analysis

Type of Content	BATCBS	Leicester CBS	Langley CBS
Blog Posts	New events	Post events	Community News
Topic of articles	Various	Women in Crisis 2020	Social Investment
Videos	None	None	None
Channels/Platforms Used	Website (WordPress)	Website Facebook Directory	Website Facebook Directory Facebook Groups
Paid Advertising	No	No	No

Social Media Presence Analysis

Facebook Business Listing is used by Leicester CBS (25%) and Langley CBS (4.5%) to raise profile on the Google algorithm.

However, for Langley CBS the frequency of Facebook Posts is around one every 2-3 months. There are some responses to those Posts.

The content is usually post event, and includes a thumb nail of people at the event location. The message style can be described as 'up-beat'.

Facebook Group appears to be used for specific events. For example, analysis shows Langley CBS has a Facebook following of 160.

There is no Facebook link from the Leicester CBS landing page, therefore, it is surmised that access to Leicester CBS is via Google/ Facebook Listing, hence the higher Facebook usage.

No other Social Media Presence, such as TicTock; Instergram; Twitter; Linked-in; are used by either Competitors.

Email Marketing Analysis

For Leicester CBS and Langley CBS emails appear to be for 'Members Only'. Therefore analysis of email usage such as Email Design; Messaging; Segmentation strategies; Frequency of emails; Tone and style of messaging; Types of Content shared; could not be undertaken.

Competitor Customer / Client reviews /Feedback

The only customer reviews related to services at the Leicester CBS Community shop (e.g. Food Bank).

Section 4 – Analysis Conclusion

The analysis of Community Benefit Society competitors was undertaken to identify any key factors that could be used to increase the visible presence and viability of Birkenhead & Tranmere Community Benefits Society.

Observations from Leicester Community Benefits Society

The Leicester Community Benefits Society website traffic and positioning appears similar to BATCBS. However, Leicester CBS appears to be driven by the provision of a Community Shop, rather than an overall community inspiration.

Currently, there are no resources in BATCBS to follow this type of visitor driver.

Observations from Langley Community Benefits Society

The Langley Community Benefits Society has

- much higher profile (Search traffic is 1,100 a month, compared with 4 a month for BATCBS);
- better Authority Score (29 as compared with 7 for BATCBS);
- higher backlinks, which drive further website traffic (16,800 as compared with 77 for BATCBS)

Analysis suggests that Langley CBS is a close match to BATCBS, in terms of the overall principles and desires. Therefore, following the methods currently used by Langley CBS could provide the direction to improve BATCBS and increase the Society's presence in Birkenhead and Tranmere.

The key driver of visits to Langley CBS appears to be three campaigns and blogs.

- CUDSC (Confront the Behaviour) with a traffic volume of 2,400 a month;
- Social Capital (accessing grants for specific local projects) with a traffic volume of 3,600 a month

- Being linked to Social Enterprise Mark CIC. This is an award-winning international social enterprise accreditation body, which has over ten years' experience of providing clear standards for the social enterprise sector, defining what it means to be a genuine social enterprise, with a traffic volume of 1,300 a month.
- 16 recent Blogs on different issues and events.

However, the Langley CBS appear to have a much larger resource base than BATCBS. Therefore, the progression for BATCBS must be more gradual and sustainable.

Section 5 – BATCBS Campaign Objective

The Objective

The aims are to increase both

- (a) number of visits to the BATCBS website, and
- (b) the duration the visitors stay on the page (over 3 sec)

The Proposed KPI

Marketing key performance indicators (KPIs) are specific, numerical marketing metrics that measure progress toward a defined goal within marketing channels. For this campaign the measure is the number of Unique website visitors.

The proposal is to raise the number of BATCBS website visitors by 10% in 3 months

BATCBS Campaign Progression

Being in mind the available resources, the analysis suggests a three tier progression for BATCBS

Short term (within 2 years);

Medium term (2- 5 Years);

Long term (2-5 years).

Currently, there is only resource enough to under take Short term actions. These need to be regularly monitor the impact on community engagement.

Section 6 – BATCBS Audience Profile

Who is BATCBS looking to contact?

People in geographic located in Birkenhead and Tranmere who could benefit from working together to improve their lives

Demography

The Birkenhead and Tranmere electoral ward had a population of 15,879 in 2011.[20] (Source: https://en.wikipedia.org/wiki/Tranmere_Merseyside#Demography)

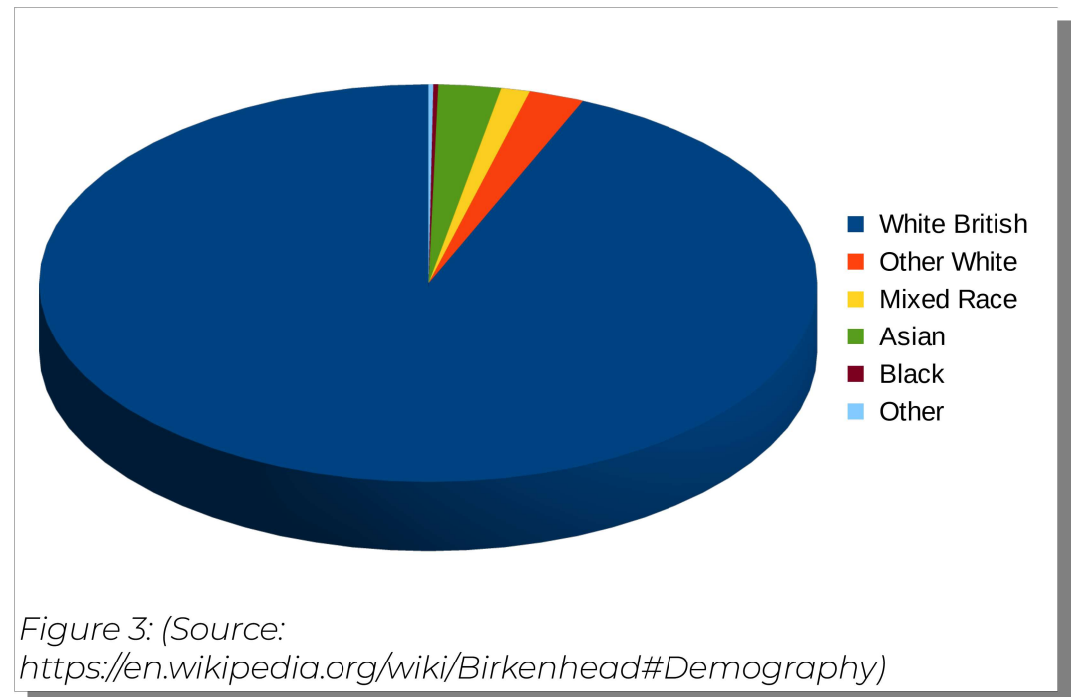
Birkenhead

In 2011, Birkenhead had a population of 88,818. The wider Urban Subdivision[clarification needed] had a population of over 142,000. However, this latter figure includes areas such as Greasby and Frankby, which are separate from Birkenhead. (Source: <https://en.wikipedia.org/wiki/Birkenhead#Demography>)

Tranmere

At the 2001 census, the population of Tranmere was 11,668.[3] By the 2011 census the suburb was combined with the centre of Birkenhead. The population was recorded as 15,879.[4] (Source: https://en.wikipedia.org/wiki/Tranmere_Merseyside#Demography)

Ethnic breakdown of area: 93.5% White British, 2.3% Other White; 1.2% Mixed Race; 2.6% Asian; 0.2% Black; 0.2% Other (Fig 3)



Economic statistics

In February 2010, the town had an overall unemployment rate of 8.2% (males 12.4%, female 4.1%) as against a national average of 4.4%.^[34] (Source: <https://en.wikipedia.org/wiki/Birkenhead#Demography>)

Ethnicity in Wirral

According to the latest 2021 census, the population in Wirral is predominantly white (95.2%), with non-white minorities representing the remaining 4.8% of the population. Asian people were the largest minority group in Wirral accounting for 2.3% of the population. (<https://www.varbes.com/demographics/wirral-demographics>)

Audience message focus

The BATCBS community is diverse. The projects that are currently getting focus are

- Friends of Hamilton Square
- Tranmere Tunnels
- Birkenhead Regeneration Proposals
- Historic Home Guide (aimed at owners & managing agents of Grade Listed homes)

However, there are communities which BATCBS is unknown. Equally, BATCBS is not aware of their needs.

Raising the profile of BATCBS is intended to start the process of finding out what these local communities desire and how BATCBS can facilitate support, leading to positive benefits to the local area.

Section 7 – BATCBS Action Plan for Short Term Objectives (within 2 years)

1. SEO

Landing page

Change the image on 'Shareholders' so it fits into available view of visitors to the BATCBS Website.

Promote Keywords (from <https://www.wordhippo.com> & Competitor Analysis)

- community benefit society
- community-oriented organization
- community support group
- social enterprise
- charitable company
- charity community foundation
- non-profit
- Tranmere
- near me

2. Create Google Business profile to link to global searches

Create BATCBS Business Profile with GOOGLE in order to improve visibility, as this had benefited Leicester CBS.

This required details of the BATCBS Website; with an Address; Phone number; Contact Details; Appointment Only (not Opening hours); Photographs;

A budget may be required.

3. Raise Social media profile of BATCBS

To raise the profile of BATCBS it proposed that;

- BATCBS create a Facebook Group and write regular Blogs (See Item 6).
- However details of Content; Key message; Style; need to be agreed with the Board.
- Join selected Birkenhead Facebook Groups.
- Join selected Tranmere Facebook Groups.

4. Use of Influencers

It is not proposed to use social influencers until analysis suggests there is value in considering this option. Considerance will be needed on what will they say and what budget is needed.

5. Emails to promote BATCBS facilitation

The use of emails to promote BATCBS needs to be considered carefully, so they are not considere 'spam' and thus damage the overall ratings of BATCBS. A strategy is needed to prepare content; frequency; and how they link to future planned events. Also, what Budget should be allowed.

6. Blogs to promote BATCBS facilitation

The use of Blogs for both the BATCBS website and Facebook Group is important to raise profile and Community involvement.

However, these should be part of a planned campaign, and thus details of when; how often; topics; and possible budget, need to be discussed with the Board.

7. Webpage to promote BATCBS facilitation

Based on small Focus Group responses, the BATCBS WordPress Website theme may need to be changed.

However, this may require significant research, and, therefore is should be considered a separate Project, with a separate budget.

This requires a Board discussion.

Section 8 - Evaluation of Campaign

Monitoring KPI

- (a) increased number of visits to the BATCBS website, and
- (b) increased duration the visitors stay on the page (over 3 sec, with the aim of 10 sec engagement)

Time scale for each measurement

Assessment 3 months after implementation

Option for A/B Testing

After review of 3 month Assessment, the value of A/B testing can be considered as a separate campaign.

BATCBS Style Guide

The logo:

The logo is in the form of a banner strip which should be used complete wherever possible when the logo is required. However where necessary, the logo image and logotype may be used independently. The logo colours are:

- Background colour: 0x083D55
- Foreground colour (For logotype): 0xAEA666

The web site contains a menu bar

- Background colour: (unselected item): 0x486575
- Background colour: (selected item): 0xE0DAC5
- Foreground colour (For logotype): 0xAEA666

General web site text

- Foreground colour : Black
- Background colour: White
- Clickable Link foreground colour: 0x62AFAD

The logotype:

Two fonts are used. However neither is used anywhere else:

Quicksand: Used for the logotype text “Birkenhead & Tranmere”; Cinzel:Used for the logotype text “Community Benefit Society”

All other text

- Montserrat Light is used for running text
- Montserrat semi-bold is used for headings
- All text is black except for top level headings which are in light teal

General formatting

Web site

- Leading: 1.2
- Margins: at least 1em
- Right side of page: reserved for links/menus
- Logo banner: across top of every page
- Responsive: Menus to collapse to burger menus as necessary; fonts to be sized appropriately
- Accessibility: All pages to be easy to navigate by screen reader. User to be able to change font sizes, colours etc. to suit their needs

Documents

- Leading: 1.2
- Margins: at least 1em
- Logo banner: across top of first page only

Any Questions?