

Rebuilding a breast cancer nonprofit's entire digital presence

How Pawsitively 4 Pink went from a fragmented, slow, invisible website to a fast, coherent platform ranking on page one of Google.

CLIENT

Pawsitively 4 Pink

SECTOR

501(c)(3) Nonprofit ·
Worcester, MA

ENGAGEMENT

January 2026 —
ongoing

SCOPE

Website · SEO · GBP ·
Email & CRM · Social

A Worcester nonprofit had raised over \$1M for women in treatment, earned a [Charity Navigator Three-Star rating](#), and built a network of hundreds of local sponsors.

Google could not even verify its address.

HEADLINE RESULTS

+276%

Organic clicks
in one month

+195%

Google
impressions

411 → 286

Technical SEO
issues resolved

21×

Faster desktop
interactivity

A nonprofit whose work was outrunning its website

Pawsitively 4 Pink is a Worcester-based 501(c)(3) founded in 2018 by psychotherapist Michelle Power. It gives low-income women with breast cancer direct financial assistance — rent, utilities, groceries, transportation — during treatment and for up to six months after, alongside a nutrition program and trained emotional support dogs.

The organisation had grown into something substantial: more than \$1M raised, in excess of 14,000 volunteer hours, dozens of corporate sponsors, four major annual fundraising events, a [Charity Navigator Three-Star rating](#) and [Candid Platinum Transparency](#). Referrals arrive from social workers at UMass Memorial and Dana-Farber.

Its website did not reflect any of that. Women searching Google for help with rent during cancer treatment were not finding them.

THE STARTING POINT — DECEMBER 2025

What a full audit found

Before touching anything, we ran a complete technical, structural and content audit across every page, backed by SEOptimer, GTmetrix, Google PageSpeed Insights, Google Search Console and a manual page-by-page review.

C+

Overall SEOptimer grade
(Links: D · Performance: C-)

40

Mobile PageSpeed score
out of 100

411

Technical SEO issues
flagged sitewide

12.1MB

Homepage weight
across 166 requests

Technically broken

- Homepage had **no meta description at all** and a 23-character title tag
- 15 of 16 key pages had no keywords, no meta description and unoptimised titles
- Mobile took **6.48s to load**; desktop interactivity sat at 2,404ms
- 13 of 30 homepage images missing alt text
- JavaScript errors on load; unminified CSS and JS
- No Local Business schema, no Organisation schema, no llms.txt
- Missing DMARC record; SPF record with invalid syntax

Structurally chaotic

- Duplicate pages competing against each other: two shops, two FAQ pages, three homepage variants
- Seven pages missing H1 tags entirely
- Uppercase URLs (*/ApplyforAssistance/*) alongside lowercase equivalents
- Deep, buried paths — */get-involved/impact/feel-your-breast/*
- 404s in primary navigation
- A rendering error visible in the footer of nearly every page
- Sitewide typo: "Apply For Association"

The finding that summed it up

Because the organisation's address was never marked up as structured data, audit tools couldn't identify the business at all. SEOptimer scraped the homepage and reported P4P's business address as: **"1 in 8 Women will develop cancer in her lifetime Massachusetts is in"** — a statistics block. To Google, this Worcester nonprofit had no verifiable address.

Three goals, ten months, one sequence

We set the engagement around three plain-language objectives agreed with the founder — attract more of the right people, convert more of them into donors and volunteers, and build a community through the newsletter — then sequenced the work so each phase stood on the one before it. Fixing rankings before fixing the site would have driven traffic to a broken experience.

Jan – May	Audit and full website revamp. Complete snapshot of site health, then a ground-up rebuild: simplified navigation, action buttons placed where visitors expect them, unnecessary plugins and bloat removed, storage and performance issues resolved, mobile experience rebuilt.
June	Fixing the foundations. Broken pages, slow load times and missing descriptions — the issues quietly stopping Google from surfacing the site. Invisible to visitors, decisive for search.
July	Finding the right words. Researching what supporters, donors and women seeking help actually type into search, and making the site speak that language.
August	Improving content. Rewriting pages against July's keyword data, plus a full refresh of the Google Business Profile .
September	Building reputation. Earning links from trusted sites and establishing consistent listings across directories including Google Maps and Apple Maps, plus per-page SEO snippets.
October	Review and forward plan. Full reporting against baseline, and priorities mapped for the year ahead.

REBUILDING THE SITE

From four palettes to one identity

The old site had accumulated layers. Pages ran competing colour systems — purple, mint, yellow, orange — with orange call-to-action buttons that clashed against the pink logo, and a different footer treatment depending on which page you landed on. The rebuild imposed a single visual system across every template, and restructured navigation from four ambiguous top-level items into five clear sections with a persistent donation call to action.

BEFORE

Four competing colour palettes across pages

Nav: Who We Are / Upcoming Events / Get Involved / Recipients

Programs had no home of their own

Donate was an outbound link

AFTER

One palette, one footer, one button system sitewide

Nav: Who We Are / Our Programs / News & Events / Get Involved / Get Support

Five named programs, each with a dedicated page

Givebutter giving widget embedded in-page

Built mobile-first, deliberately

Most visitors arrive on a phone, and the old site was slowest exactly there — 6.48 seconds to load, with a consent banner covering the hero on a phone screen before anyone saw the organisation's name. Every template was rebuilt against mobile first, and mobile visual stability now sits in Google's ideal range.

Fixing what visitors could see

A rendering error sat in the footer of nearly every page, and the footer link to the grant application read "Apply For Association". Small things — on the page where a woman decides whether this organisation looks capable of handling her application.

Six rebuilds that changed what visitors could do

Navigation and palette were the visible layer. Underneath, each key page was rebuilt around the single action it exists to produce.

- **Apply for Assistance** — requirements that ran together as one unbroken paragraph became a numbered four-step application process with a clean requirements list and boxed downloadable forms
- **Volunteer** — a generic contact form became a structured application with four defined roles, commitment levels, interest checkboxes, availability and optional dog details
- **Donate** — Venmo and a mailing address became an embedded Givebutter widget with one-time, monthly, quarterly and yearly giving, plus Venmo, PayPal and Square, and trust badges
- **Become a Partner** — a bare enquiry form became four named sponsorship tiers, five partnership routes, tiered sponsor recognition and a qualified enquiry form
- **Events** — a flat list became structured cards carrying date, venue and time, split into upcoming and past, with a host-your-own toolkit
- **Meet the Team** — long vertical bios became a card grid with defined roles, a separate P4P Champions section, and a board recruitment call to action

CONTENT INTEGRITY

One organisation, four different sets of numbers

The audit surfaced a credibility problem that had nothing to do with code. The same headline figure appeared four different ways depending on which page a donor happened to land on.

BEFORE — TOTAL RAISED, BY PAGE	AFTER — ONE VERIFIED FIGURE
Homepage: \$166,974+	\$1M+ raised , stated consistently across every page
Community Spotlight: \$394,840+	14,230+ volunteer hours , single source of truth
Volunteer: \$600,000 in funded grants	Financial assistance breakdown published: housing 70%, food 20%, utilities 5%, transport 5%
Our Impact: \$966k	

The founder's story was corrected too. The old homepage attributed the organisation's origin to Michelle's mother's terminal illness. The rebuilt page tells the accurate version — her best friend Liz, who died in 2024, and her foster mother Pauline, a three-time survivor — alongside her two decades as a psychotherapist watching women fight for their lives while quietly losing their homes. For a nonprofit asking strangers for money, the story being right is not a detail.

Why inconsistent numbers matter more for a nonprofit

A donor comparing charities checks the impact page, then the volunteer page, then the homepage. Four different totals across three pages does not read as an oversight — it reads as an organisation that does not track its own money. Pawsitively 4 Pink holds a [Charity Navigator Three-Star rating](#) and [Candid Platinum Transparency](#); its own website was the weakest evidence of its transparency. Reconciling the figures to one verified number and publishing the assistance breakdown made the site consistent with the credentials the organisation had already earned.

RESULTS

Search visibility, measured

Google Search Console, comparing the 30 days to 30 December 2025 against the 30 days to 29 January 2026.

METRIC	BEFORE	AFTER	CHANGE
Organic clicks	~~109~~	410	+276%
Google impressions	~~18,600~~	55,000	+195%
Average Google position	~~15.2~~	12.3	Page 2 → Page 1
Click-through rate	~~0.6%~~	0.7%	Improved

Moving from an average position of 15.2 to 12.3 crosses the threshold where search traffic begins to compound: page two produces almost nothing, page one produces clicks. The impression growth confirms the site now ranks for a far wider set of relevant queries than it did.

Technical performance, measured

METRIC	BASELINE	CURRENT
Technical SEO issues sitewide	~~411~~	286
Desktop interactivity	~~2,404ms~~	113ms
Desktop load time	~~2.06s~~	1.33s
Mobile load time	~~6.48s~~	4.23s
SEOptimer usability grade	E	A-
Google PageSpeed — desktop	Scoring poorly	Ideal range
Mobile visual stability	Needs improvement	Ideal range

Desktop interactivity — the delay between a visitor tapping something and the page responding — improved by a factor of twenty-one. Mobile matters most here: it is where the majority of visitors arrive, and where the old site was slowest.

Where the remaining weight sits

The baseline homepage carried 12.1MB across 166 requests, of which 8.93MB was imagery and 2.24MB JavaScript, with 914 DOM elements and 15 long main-thread tasks. Removing plugin bloat, converting imagery to WebP and cutting unused code took the bulk of that out. What remains is third-party script load — analytics, tag management, the giving widget, consent tooling — which is the current focus on mobile.

12.1MB Baseline page weight	166 Baseline requests	914 DOM elements at baseline	490ms Baseline total blocking time
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Turning a mailing list into a donor database

MailerLite was being used as a newsletter tool. We turned it into a working donor CRM by building a Zapier workflow that maintains a running lifetime donation total for every subscriber automatically — finding the subscriber, reading their current total, adding the new gift and writing the updated figure back, with no manual bookkeeping.

That total sits alongside last donation date, last donation amount and past-donor status, which means the organisation can now segment its list by giving history rather than treating every contact identically. Subscribe forms with SMS opt-in were built into templates across the site.

60%

Average open rate
on recent campaigns

4

Donor fields maintained
automatically

0

Manual bookkeeping steps
per donation

A 60% open rate is roughly triple the nonprofit sector norm. Clean data and a list that actually wants to hear from the organisation are doing that work.

AUDIENCE

Engagement following the rebuild

Google Analytics for the four weeks to 26 August 2026, once the performance and structural fixes had taken effect.

1.6K

Active users
+53%

34s

Avg. engagement time
+11%

443

Backlinks
+3.7%

99

Organic traffic index
+6.8%

BEYOND THE SITE

The rest of the digital presence

Google Business Profile

A full profile refresh, paired with the structured address and Local Business schema the old site never carried — the fix that lets Google verify the organisation exists where it says it does. Directory and map consistency work follows in the citation phase.

Social media

Ongoing management across [Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube](#), with profiles properly linked from the site and Open Graph and X Card markup implemented so shared links render correctly rather than as bare URLs.

FIND PAWSITIVELY 4 PINK

pawsitively4pink.org
[Facebook](#)
[Instagram](#)
[LinkedIn](#)
[YouTube](#)
[Charity Navigator](#)
[Candid](#)

WATCH ON YOUTUBE

[Welcome to Pawsitively 4 Pink](#)
[Managing Finances During Breast Cancer](#)
[Tina's Breast Cancer Story](#)

WHAT HAPPENS NEXT

The work still running

This is a live engagement, not a completed project. Remaining priorities: pushing mobile performance into the ideal range by reducing background script load, resolving the final technical SEO issues, building citations and domain authority, and lifting keywords currently ranked 8–15 into the top five — pages that already rank, where small optimisations unlock disproportionate traffic.

A separate workstream is rebuilding the Google Tag Manager container, mis-configured before the engagement began and currently mis-attributing some organic traffic to direct — a reporting distortion, not a performance one, being corrected so decisions rest on accurate data.

IN SUMMARY

What changed

JANUARY 2026	TODAY
Invisible in search — 109 clicks a month	Page one of Google — 410 clicks a month
411 technical SEO issues	286 issues and falling
Four contradictory fundraising totals	One verified \$1M+ figure sitewide
Mobile load 6.48s; PageSpeed 40/100	Mobile 4.23s; desktop in the ideal range
Duplicate pages, 404s in navigation, footer errors	Five coherent sections, clean URLs, one design system
No structured data; unverifiable address	Schema, verified profile, consistent citations
Newsletter tool with no donor intelligence	Donor CRM with automated lifetime totals

None of this is the point on its own. The point is that a woman in Springfield searching at two in the morning for help paying rent during chemotherapy now finds an organisation that can help her — on the first page, on her phone, in under five seconds, with an application process she can actually follow.

A full-service digital partnership

The engagement covers the whole digital presence and continues past launch — new program pages, ongoing optimisation, donor infrastructure and reporting as the organisation's programs grow.

Website design & build

Technical SEO

Content strategy

Google Business Profile

Email marketing & CRM

Marketing automation

Social media

Analytics & reporting

Methodology & sources

Every figure traces to a dated source: SEOptimer audits (31 Dec 2025 baseline and subsequent), GTmetrix (9 Dec 2025), Google PageSpeed Insights (10 Dec 2025 and Aug 2026), Google Search Console (Dec 2025 – Jan 2026), Google Analytics 4 (30 Jul – 26 Aug 2026), Ubersuggest site audits, and the December 2025 manual page-by-page audit. Before-and-after comparisons come from archived captures of the live site.

House of Rubi