MARKETING INTELLIGENCE · EXAMPLE REPORT · NOT FOR PROFIT

Open Shelf Foundation Monthly Intelligence

October 2026

KnowYourMarket.ai

WHAT HAPPENED TO LAST MONTH'S ACTIONS

DONE: DONATIONS

Lead the Spring Appeal with one child's story across email, Meta and the appeal page

The appeal recorded 1,246 donations worth $96,840 in October against 498 worth $34,310 in September.

Owner: Fundraising manager

DONE: META ADS DONATIONS

Add a retargeting campaign for people who visited the appeal page and did not give

The retargeting campaign returned 121 donations from $900.00, or $7.44 a donation.

Owner: Digital coordinator

ACTION	OWNER	DUE	STATUS	WHAT HAPPENS NOW
Add a monthly giving option to the donate page	Fundraising manager	31 Oct 2026	OPEN	Carries into November 2026

Owner: who is doing this, as set by your team in the app.

SUMMARY

The Spring Appeal produced the largest donation month of the last 13.

DONATIONS

1,246

Prev month: 498

↑ 150.2%

DONATION VALUE

$96,840

Prev month: $34,310

↑ 182.3%

WEBSITE SESSIONS

34,662

Prev month: 27,246

↑ 27.2%

Donations rose to 1,246 from 498 and donation value to $96,840 from $34,310, the highest in 13 months, on Meta Ads spend of $8,200.00 and Google Ad Grants spend of $9,322.00. Paid Social and Email produced 883 of the 1,246 donations between them, and 96 volunteer applications came through Google Ad Grants.

WHAT HAPPENED THIS MONTH

WORK COMPLETED IN OCTOBER 2026

Spring Appeal launched: Mia's story APPEAL

5 Oct 2026 to 31 Oct 2026 · Email, Meta Ads, Facebook, Instagram, Website

One child's story carried across every channel, with a matched giving offer for the last 48 hours.

Appeal page rebuilt with suggested gift amounts WORK COMPLETED

2 Oct 2026 · Website

Three suggested amounts ($40, $85, $150), each stating what it pays for.

Retargeting campaign added for appeal page visitors WORK COMPLETED

12 Oct 2026 · Meta Ads

Workplace book drive: 4,000 books collected EVENT

19 Oct 2026 to 23 Oct 2026 · Facebook, Instagram, LinkedIn

Matched giving: last 48 hours email WORK COMPLETED

29 Oct 2026 · Email

A corporate partner matched every gift made on 30 and 31 October.

Logged by your team in the app.

FACEBOOK PAGE PERFORMANCE

NEW FOLLOWERS

142

Prev month: 121

↑ 17.4%

TOTAL FOLLOWERS

18,640

Live count at report time

VIEWS

228,600

Prev month: 201,300

↑ 13.6%

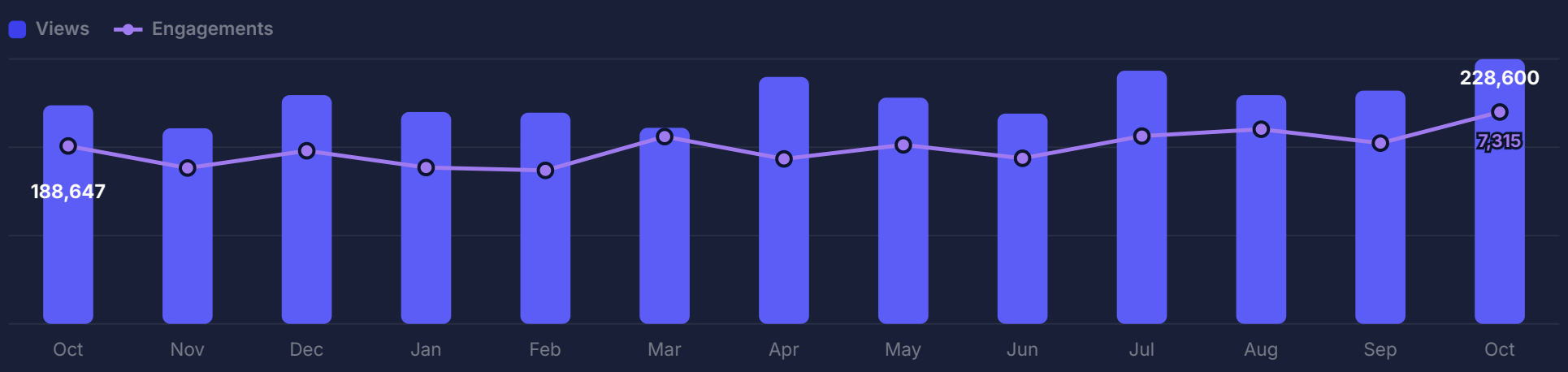
ENGAGEMENTS

7,315

Prev month: 6,240

↑ 17.2%

13 MONTHS: VIEWS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

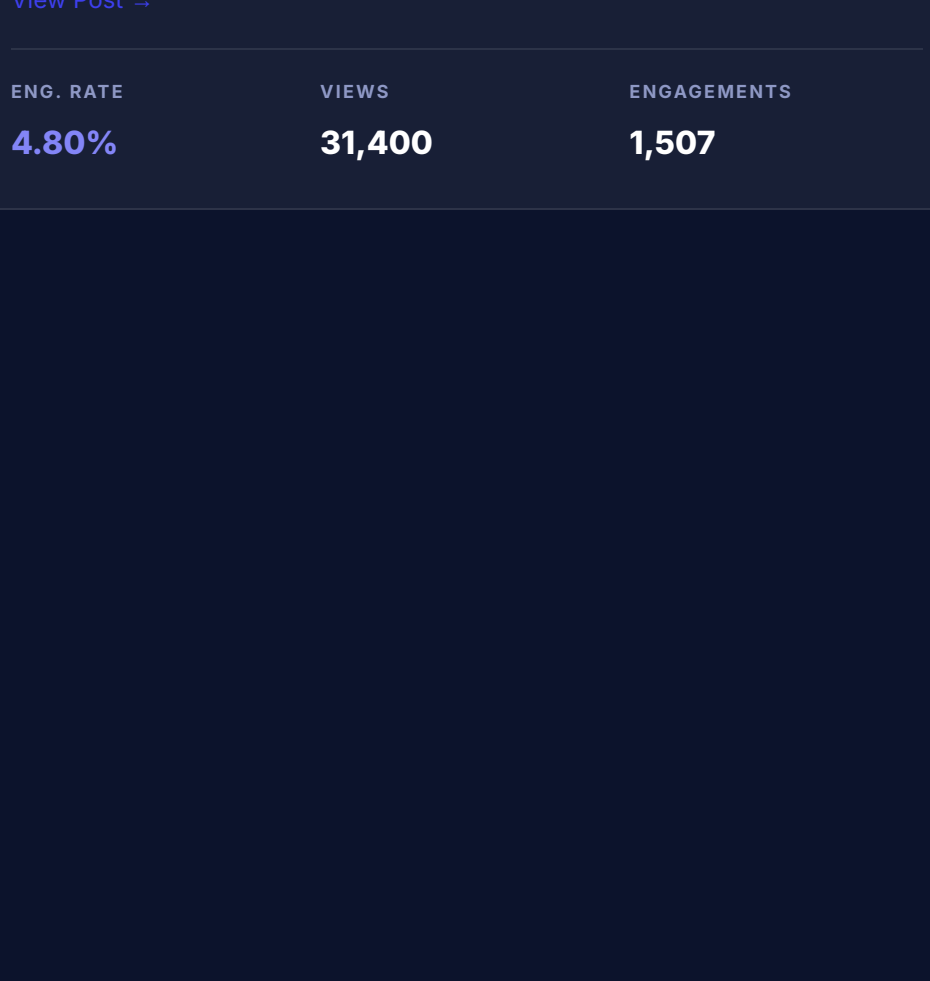
MONTH	NEW FOLLOWERS	VIEWS	ENGAGEMENTS
Oct 2026	142	228,600	7,315
Sep 2026	121	201,300	6,240
Aug 2026	110	197,455	6,720
Jul 2026	111	218,547	6,486
Jun 2026	88	181,561	5,716
May 2026	105	195,226	6,178
Apr 2026	149	213,205	5,694
Mar 2026	128	169,206	6,469
Feb 2026	97	182,284	5,301
Jan 2026	112	182,865	5,400
Dec 2025	108	197,507	5,975
Nov 2025	108	168,800	5,381
Oct 2025	96	188,647	6,142

FACEBOOK: KEY LEARNINGS

KEY LEARNINGS

- **Views and engagements rose through the appeal.** Facebook delivered 228,600 views in October, up from 201,300, and engagements rose to 7,315 from 6,240.
- **One child's story led the month.** "Mia read her first chapter book" drew 31,400 views and 1,507 engagements (4.80%), the best post of the last 13 months, and was shared 412 times.
- **The book drive post reached people and asked for nothing.** The workplace book drive post drew 18,900 views and 662 engagements (3.50%) with no link to give. Posts that celebrate a result are the natural place for a donate link.

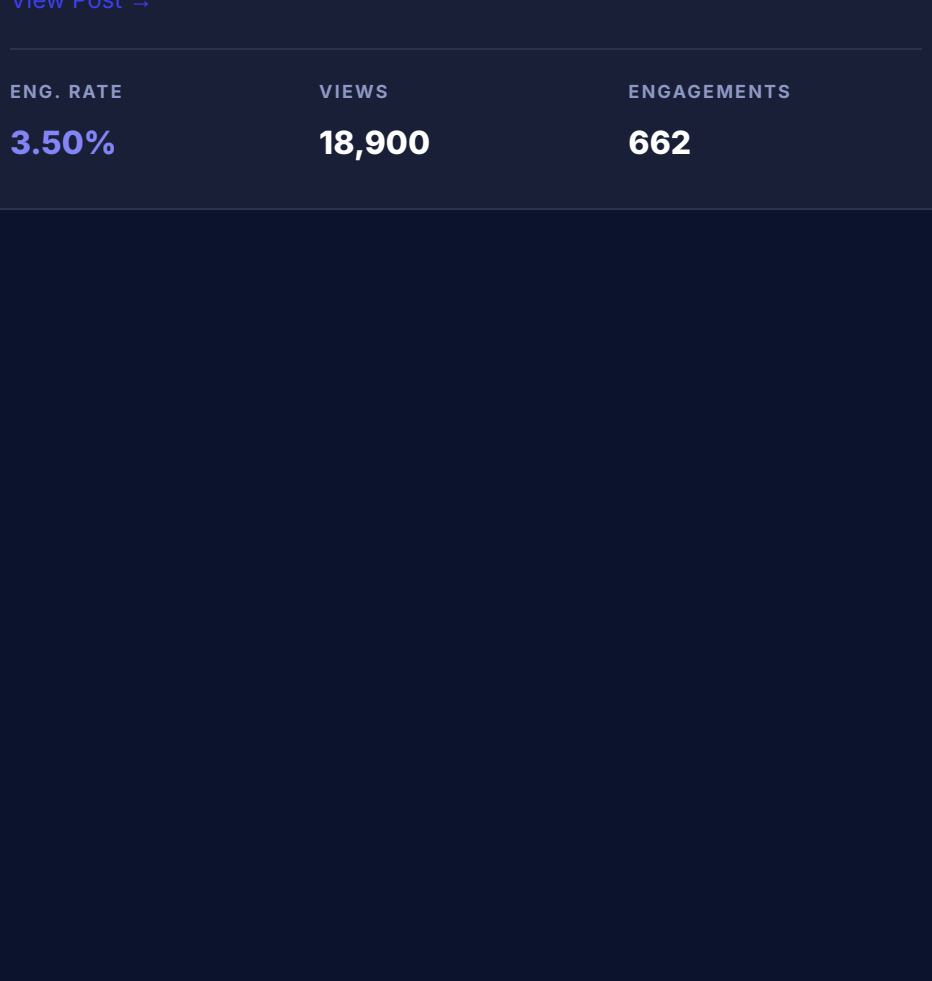
FACEBOOK: TOP PERFORMING POSTS



Twelve months ago Mia could not read a full sentence aloud. Last week she finished her first chapter book, and told us the ending.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
4.80%	31,400	1,507



Eleven workplaces, five days, 4,000 books. Thank you to everyone who cleared a shelf for a child who needs one.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
3.50%	18,900	662

INSTAGRAM PAGE PERFORMANCE

NEW FOLLOWERS

203

Prev month: 164

↑ 23.8%

TOTAL FOLLOWERS

9,870

Live count at report time

VIEWS

96,400

Prev month: 88,200

↑ 9.3%

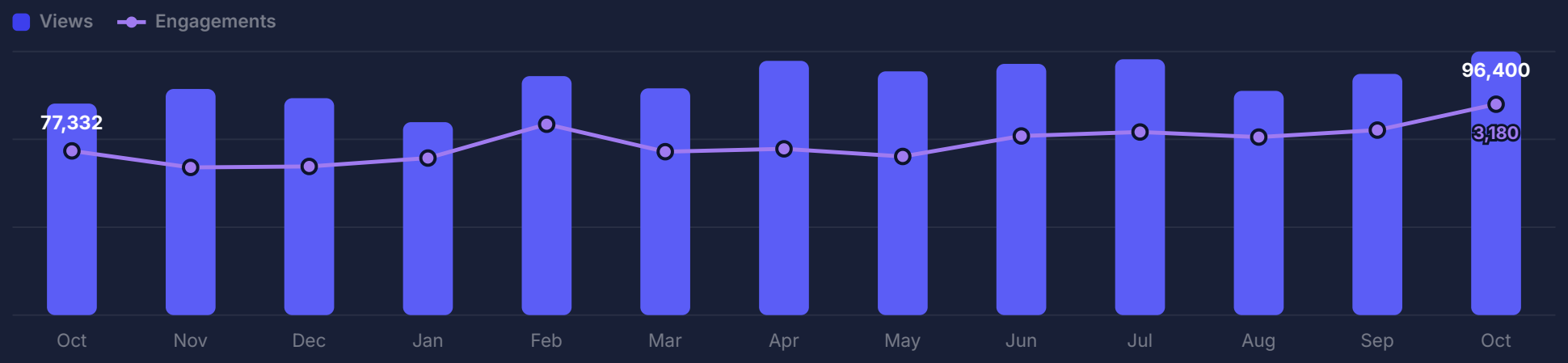
ENGAGEMENTS

3,180

Prev month: 2,790

↑ 14.0%

13 MONTHS: VIEWS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

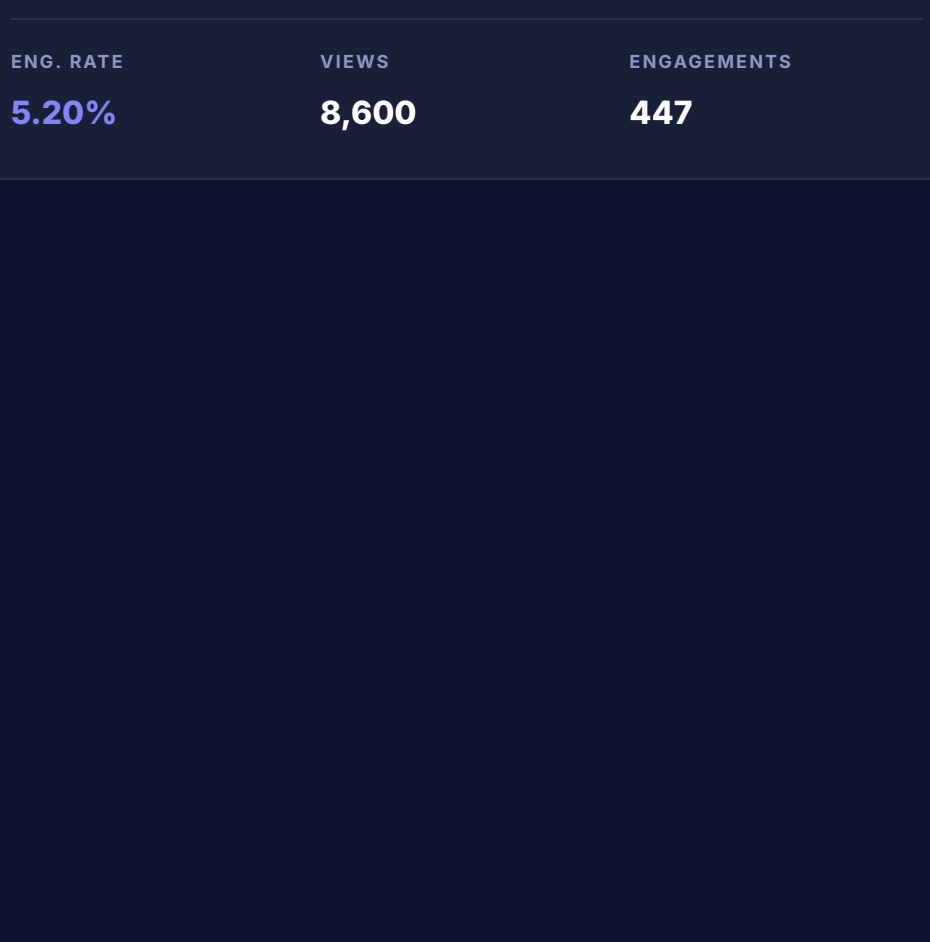
MONTH	NEW FOLLOWERS	VIEWS	ENGAGEMENTS
Oct 2026	203	96,400	3,180
Sep 2026	164	88,200	2,790
Aug 2026	139	82,018	2,684
Jul 2026	139	93,538	2,760
Jun 2026	147	91,899	2,702
May 2026	159	89,151	2,392
Apr 2026	156	92,947	2,506
Mar 2026	125	82,932	2,463
Feb 2026	141	87,426	2,878
Jan 2026	187	70,557	2,369
Dec 2025	170	79,327	2,242
Nov 2025	195	82,693	2,226
Oct 2025	172	77,332	2,475

INSTAGRAM: KEY LEARNINGS

KEY LEARNINGS

- **Instagram grew faster than Facebook.** Instagram added 203 followers against 164 in September, and views rose to 96,400 from 88,200.
- **Volunteers are the Instagram audience.** The volunteer reading buddies reel led the month with 8,600 views and 447 engagements (5.20%). Volunteer content has been the top Instagram post in five of the last six months.
- **Showing what a gift buys works.** "What $40 buys" drew 298 engagements from 7,100 views (4.20%), the best result for a fundraising post on the account.

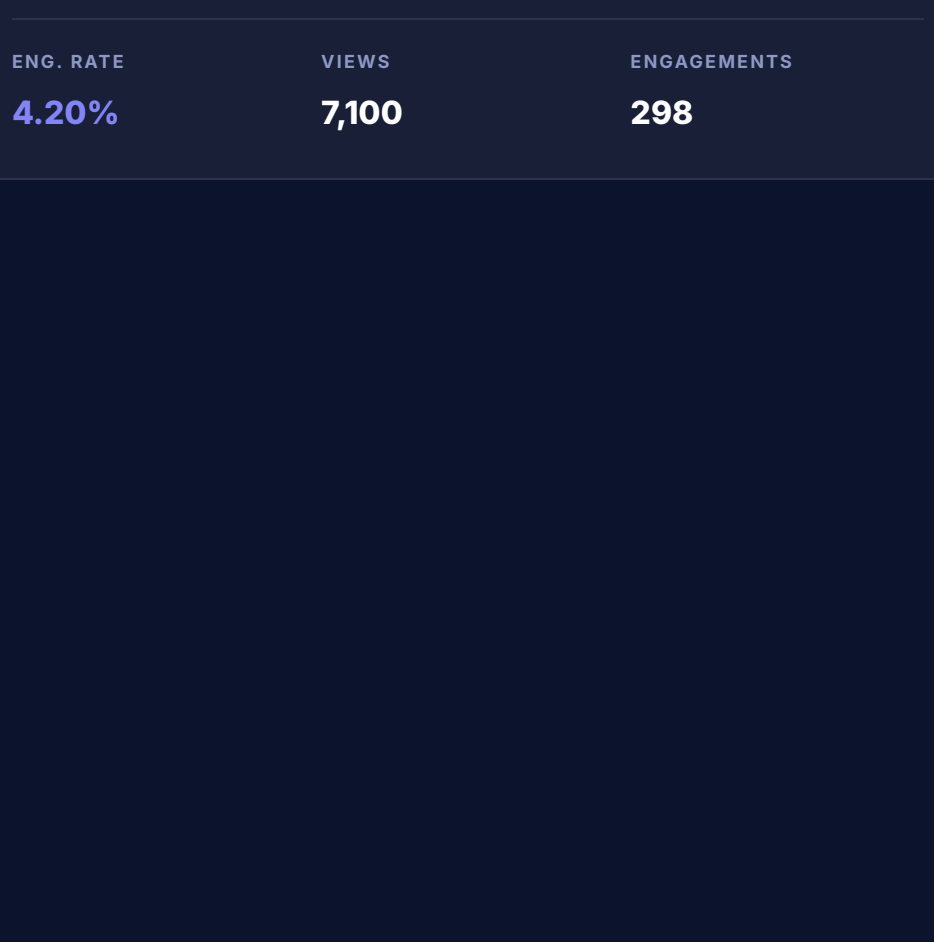
INSTAGRAM: TOP PERFORMING POSTS



Forty minutes, one child, one book. Meet the reading buddies who turn up every Tuesday morning.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
5.20%	8,600	447



$40 puts five books in a child's hands and a trained volunteer beside them for a term. Link in bio.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
4.20%	7,100	298

META ADS PERFORMANCE

TOTAL LINK CLICKS
6,730
Across all campaigns

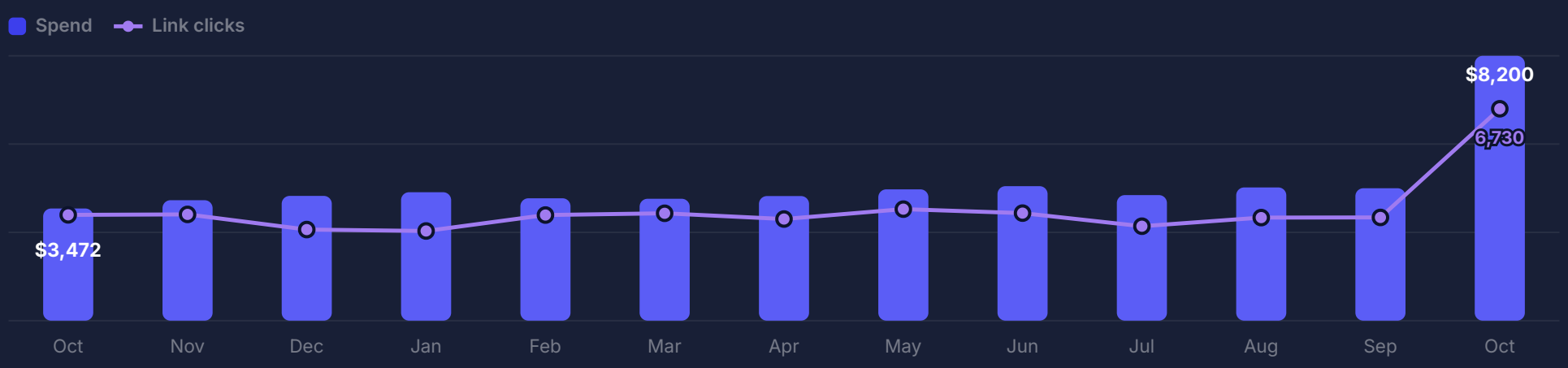
TOTAL IMPRESSIONS
458,600
Across all campaigns

TOTAL REACH
213,300
Across all campaigns

TOTAL AD SPEND
$8,200.00
Across all campaigns

AVG CTR
1.47%
Blended across campaigns

13 MONTHS: SPEND AND LINK CLICKS



CAMPAIGN	LINK CLICKS	IMPRESSIONS	REACH	CTR	SPEND	DONATIONS
Open Shelf | Spring Appeal | Conversions	4,210	318,000	142,600	1.32%	$5,200.00	286
Open Shelf | Spring Appeal | Retargeting	1,180	44,200	18,900	2.67%	$900.00	121
Open Shelf | Regular Giving | Lead Gen	1,340	96,400	51,800	1.39%	$2,100.00	64
Total	**6,730**	**458,600**	**213,300**	**1.47%**	**$8,200.00**	**471**

META ADS: KEY LEARNINGS

KEY LEARNINGS

- **Retargeting returned donations at $7.44 each.** The retargeting campaign produced 121 donations from $900.00, against $18.18 a donation for the main appeal campaign (286 donations from $5,200.00).
- **Meta Ads produced more donations than any other channel.** The three campaigns recorded 471 donations from $8,200.00, or $17.41 a donation, against an average gift of $77.72.
- **Regular giving costs more and is worth more.** The Regular Giving campaign signed 64 monthly donors for $2,100.00, or $32.81 each. A monthly donor is worth several single gifts, so this campaign should be read on retention after three months.

GOOGLE ADS PERFORMANCE

TOTAL CLICKS
6,130
Across all campaigns

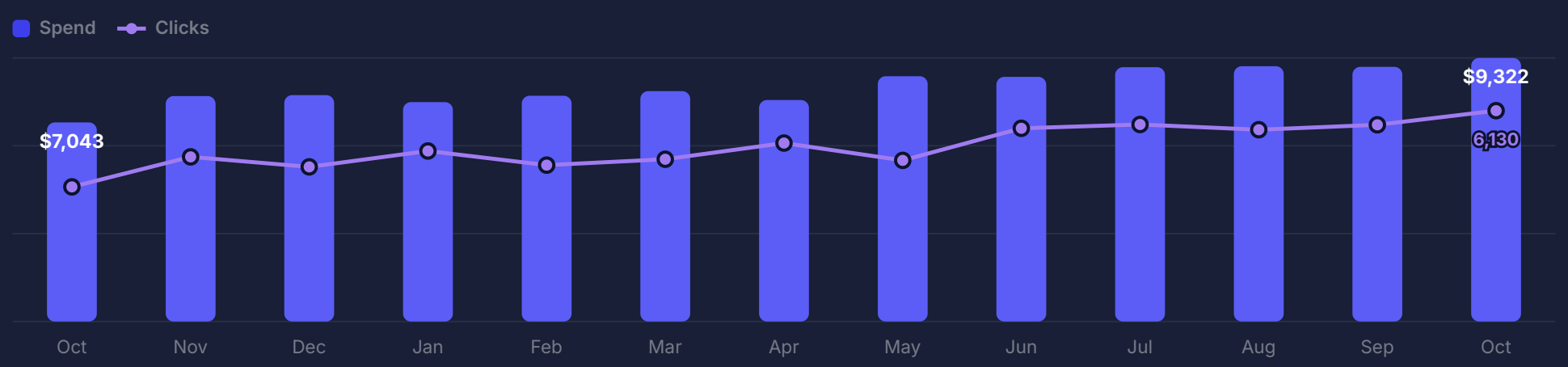
TOTAL IMPRESSIONS
123,880
Across all campaigns

AVG CTR
4.95%
Blended across campaigns

AVG CPC
$1.52
Blended across campaigns

TOTAL SPEND
$9,322.00
Across all campaigns

13 MONTHS: SPEND AND CLICKS



CAMPAIGN	CLICKS	IMPRESSIONS	CTR	AVG CPC	COST	CONVERSIONS
Ad Grants | Children's Literacy Information	2,410	68,400	3.52%	$1.40	$3,374.00	9
Ad Grants | Donate to Literacy	1,840	31,200	5.90%	$1.90	$3,496.00	58
Ad Grants | Volunteer Reading Programs	1,260	22,800	5.53%	$1.70	$2,142.00	96
Ad Grants | Brand	620	1,480	41.89%	$0.50	$310.00	44
Total	**6,130**	**123,880**	4.95%	**$1.52**	**$9,322.00**	**207**

GOOGLE ADS: TOP KEYWORDS

KEYWORD	CLICKS	IMPRESSIONS
open shelf foundation	512	1,210
how to help a child learn to read	486	14,200
volunteer reading programs	441	6,900
donate to literacy charity	388	5,100
children's literacy charity	302	4,800
reading buddy volunteer	264	3,700
donate books	231	9,800
literacy statistics australia	198	7,400
charity for children education	142	5,600
workplace giving literacy	61	920

KEY LEARNINGS

- **The grant is paying for volunteers as well as donors.** Google Ad Grants spend of $9,322.00 produced 102 donations and 96 volunteer applications. The Volunteer Reading Programs campaign cost $22.31 an application.

- **Information searches use the most grant and convert the least.** Children's Literacy Information took $3,374.00 of grant spend for 9 conversions. Those visitors land on the homepage instead of the learn to read resource.

- **Brand search converts best.** The Brand campaign recorded 44 donations from 620 clicks, one for every 14 clicks, as the appeal lifted searches for the foundation by name.

EMAIL MARKETING

EMAILS SENT

53,376

Prev month: 27,900

↑ 91.3%

OPEN RATE

49.7%

Prev month: 44.6%

↑ 11.4%

UNIQUE CLICKS

5,718

Prev month: 2,410

↑ 137.3%

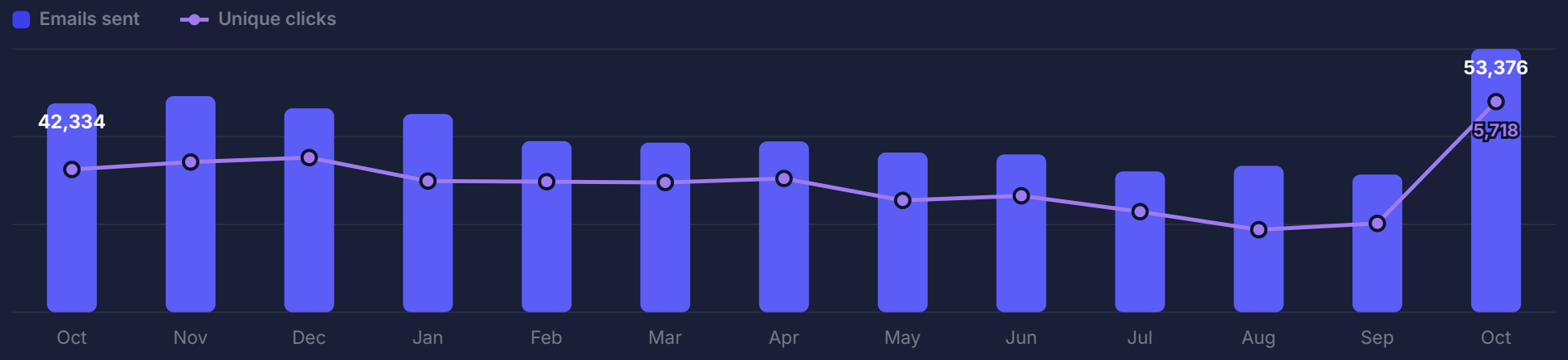
CLICK RATE

10.71%

Prev month: 8.64%

↑ 24.0%

13 MONTHS: EMAILS SENT AND UNIQUE CLICKS



CAMPAIGN	SENT	OPENS	OPEN RATE	UNIQUE CLICKS	CLICK RATE
Spring Appeal: last 48 hours to double your gift	24,380	12,434	51.0%	2,926	12.00%
Spring Appeal: Mia's story	24,600	11,316	46.0%	2,214	9.00%
Volunteer news: October	3,150	1,827	58.0%	441	14.00%
Thank you and receipt (automation)	1,246	947	76.0%	137	11.00%

EMAIL: KEY LEARNINGS

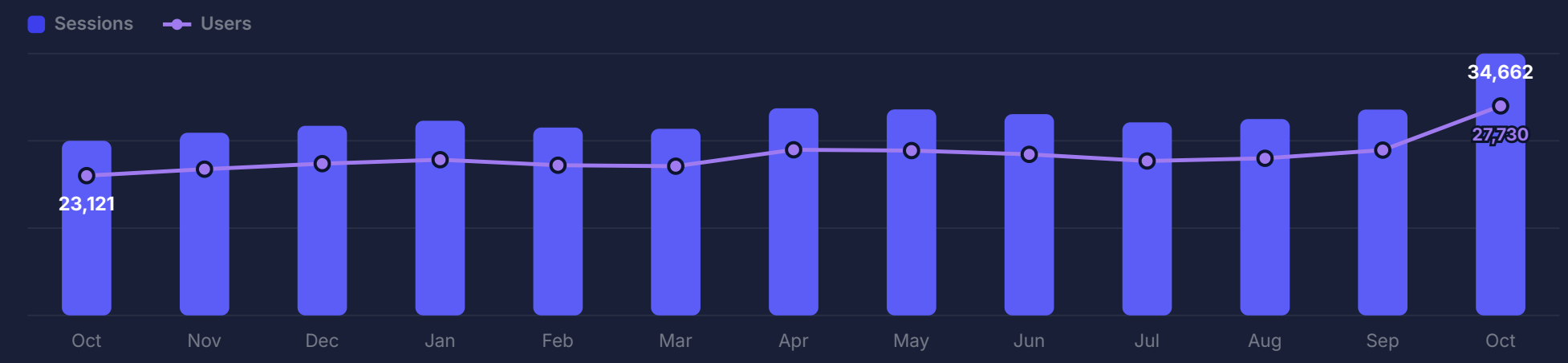
KEY LEARNINGS

- **The matched giving email was the best send of the year.** "Last 48 hours to double your gift" was opened by 51.0% of recipients and drew 2,926 unique clicks, a 12.00% click rate, against 9.00% for the launch email.
- **Email produced a third of all donations.** Email sessions rose 96.1% to 5,460 and recorded 412 donations, one for every 13 sessions, the highest rate of any channel.
- **The thank you email is read and then ends.** The receipt email was opened by 76.0% of the 1,246 donors and clicked by 11.00%. It carries no invitation to give monthly or to volunteer.

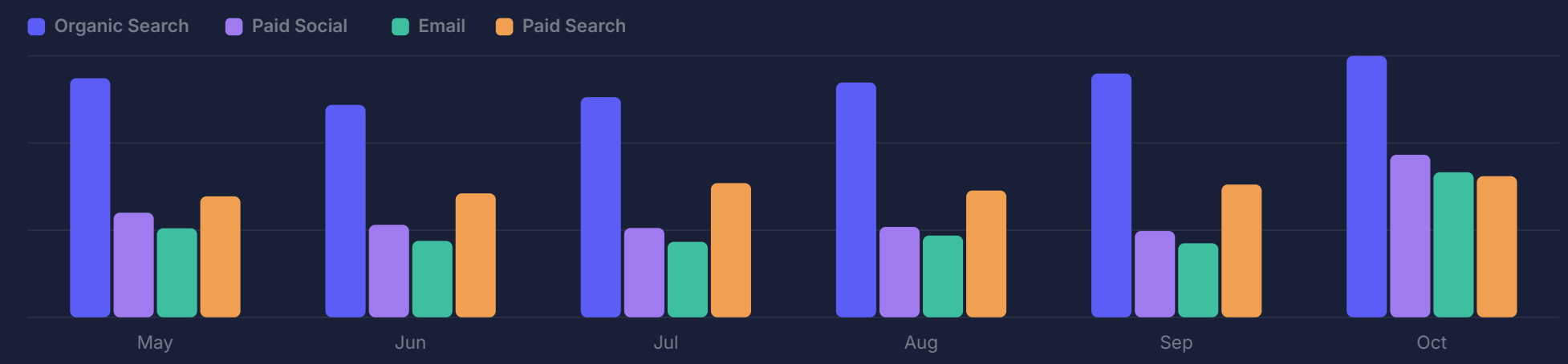
WEBSITE TRAFFIC

USERS	SESSIONS	NEW USERS	DONATIONS
27,730	34,662	17,747	1,246
Prev month: 21,884	Prev month: 27,246	Prev month: 13,866	Prev month: 498
↑ 26.7%	↑ 27.2%	↑ 28.0%	↑ 150.2%

13 MONTHS: SESSIONS AND USERS, EVERY CHANNEL



SESSIONS BY CHANNEL, LAST 6 MONTHS (TOP 4 CHANNELS)



TRAFFIC BY CHANNEL

CHANNEL	SESSIONS	SHARE	VS PREV MONTH	USERS	NEW USERS	AVG ENGAGEMENT	DONATIONS
Organic Search	9,840	28.4%	↑ 7.2%	7,872	5,196	1m 32s	148
Paid Social	6,120	17.7%	↑ 88.4%	5,386	4,417	0m 29s	471
Email	5,460	15.8%	↑ 96.1%	3,822	535	2m 6s	412
Paid Search	5,310	15.3%	↑ 6.3%	4,460	3,390	1m 3s	102
Direct	4,920	14.2%	↑ 11.4%	3,739	1,870	1m 24s	96
Organic Social	1,860	5.4%	↑ 19.7%	1,581	949	0m 47s	14
Referral	940	2.7%	↑ 3.8%	752	451	1m 28s	3
AI Assistant	212	0.6%	↑ 30.1%	191	162	1m 41s	0
Total (whole site)	**34,662**	**100.0%**	↑ 27.2%	**27,730**	**17,747**	-	**1,246**

Share is of sessions. One person can arrive through more than one channel, so users by channel can add up to more than the site total. Channels with fewer than 10 sessions are not listed.

KEY LEARNINGS

- **Two channels produced 70.9% of donations.** Paid Social recorded 471 donations and Email 412, together 883 of the month's 1,246. Both nearly doubled their sessions on September.
- **Organic Search is the steady base.** Organic Search sent 9,840 sessions (28.4% of the site) and 148 donations with no appeal activity pointed at it.
- **Organic Social sends visitors who do not give.** Organic Social sent 1,860 sessions and 14 donations. The month's two best posts carried no link to the appeal page.

SEARCH & SITE PERFORMANCE

ORGANIC SEARCH CLICKS

Google Search Console: clicks from Google search results to the site

7,960

Prev month: 7,420

↑ 7.3%

SEARCH IMPRESSIONS

Google Search Console: times the site appeared in Google search results

268,400

Prev month: 251,900

↑ 6.6%

AVG CTR

Google Search Console: clicks as a share of impressions

2.97%

Prev month: 2.95%

↑ 0.7%

AVG POSITION

Google Search Console: average ranking in Google search results

11.8

Prev month: 12.3

↑ 4.1%

ORGANIC USERS

GA4: people who visited from any search engine

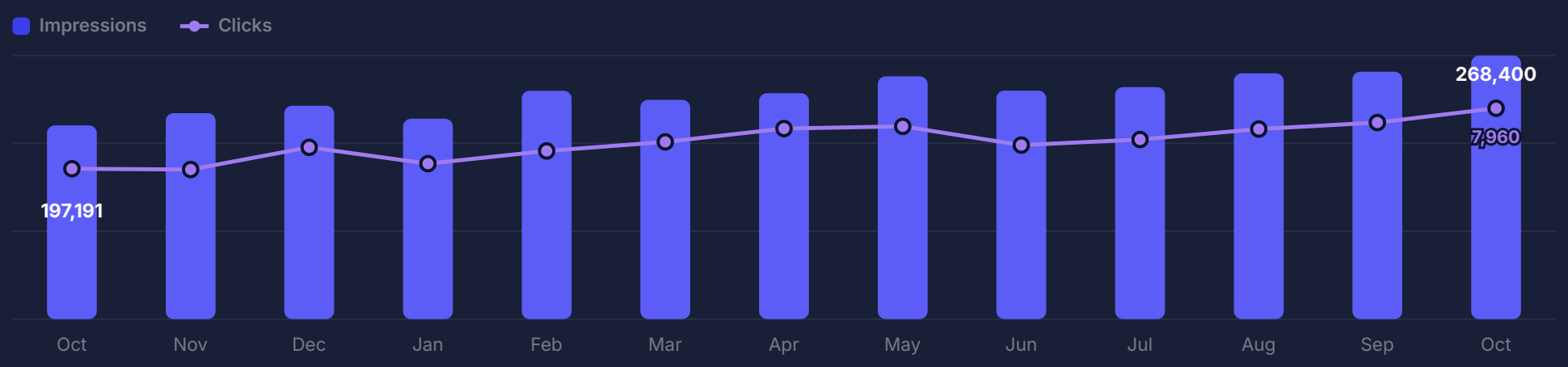
7,872

Prev month: 7,340

↑ 7.2%

Clicks and organic users come from two different tools. Search Console counts every click from Google's results; GA4 counts the people who arrived from any search engine (Google, Bing and others), each person once however many times they click. That is why the two can move in opposite directions in the same month.

13 MONTHS: SEARCH DEMAND (IMPRESSIONS) AND ORGANIC CLICKS



13-MONTH RESULTS OVERVIEW

MONTH	CLICKS	IMPRESSIONS	CTR	POSITION	ORGANIC USERS
Oct 2026	7,960	268,400	2.97%	11.8	7,872
Sep 2026	7,420	251,900	2.95%	12.3	7,340
Aug 2026	7,173	250,310	2.87%	12.9	7,050
Jul 2026	6,780	236,248	2.87%	12.4	7,409
Jun 2026	6,567	232,614	2.82%	12.4	6,913
May 2026	7,279	247,292	2.94%	13.4	6,772
Apr 2026	7,192	230,031	3.13%	13.7	6,445
Mar 2026	6,692	223,258	3.00%	13.8	6,942
Feb 2026	6,350	232,448	2.73%	13.2	6,808
Jan 2026	5,866	204,050	2.87%	13.8	6,342
Dec 2025	6,485	217,367	2.98%	14.2	6,008
Nov 2025	5,645	209,630	2.69%	13.7	5,797
Oct 2025	5,678	197,191	2.88%	14.3	5,855

TOP SEARCH QUERIES

QUERY	CLICKS	IMPRESSIONS	CTR	POSITION
open shelf foundation	1,480	2,100	70.48%	1.0
donate books	612	18,400	3.33%	6.9
volunteer reading programs	544	6,800	8.00%	3.4
how to help a child learn to read	421	31,600	1.33%	10.8
children's literacy charity	388	4,900	7.92%	4.2
donate to literacy charity	264	2,700	9.78%	3.1
reading buddy volunteer	241	3,300	7.30%	2.8
literacy statistics australia	198	12,200	1.62%	8.7
book drive ideas	164	9,800	1.67%	12.6
tax deductible donations	92	41,000	0.22%	24.3

TOP LANDING PAGES (ORGANIC)

PAGE	SESSIONS	USERS	NEW USERS	AVG ENGAGEMENT	DONATIONS
/	2,640	2,059	1,584	1m 11s	52
/volunteer/reading-buddies	1,180	920	708	2m 28s	0
/donate	1,020	796	612	1m 52s	81
/resources/help-your-child-learn-to-read	960	749	576	2m 51s	3
/donate/books	740	577	444	1m 36s	0
/about/literacy-in-australia	610	476	366	2m 12s	4
/appeal/spring	480	374	288	1m 44s	8
/get-involved/book-drive	390	304	234	1m 27s	0
/our-impact	310	242	186	1m 59s	0
/contact	180	140	108	0m 49s	0

KEY LEARNINGS

- **Organic clicks rose 7.3% with no search work in the month.** Clicks rose to 7,960 from 7,420 and impressions to 268,400 from 251,900, while average position improved to 11.8 from 12.3.

- **People who want to donate books are not asked for money.** "donate books" drew 612 clicks and the /donate/books page 740 organic sessions and no donations. The page explains where to drop books and makes no mention of giving.

- **The learn to read resource is the most read page on the site.** "/resources/help-your-child-learn-to-read" drew 960 organic sessions at 2m 51s average engagement and 3 donations. Parents who find it useful are a natural audience for the newsletter.

KEYWORD RANKINGS & SHARE OF VOICE

SHARE OF VOICE
18%
Prev month: 17%

KEYWORDS TRACKED
12

RANKING (TOP 30)
11

PAGE 1 (TOP 10)
7

TOP 3
2

MONTHLY SEARCHES (AU)
19,870
Google searches a month across the list

SHARE OF VOICE ACROSS THE KEYWORD LIST

BUSINESS	VISIBILITY	SHARE	PAGE 1 KEYWORDS
Little Lanterns Trust		29%	7
Open Shelf Foundation YOU		18%	7
Storybridge		14%	4
Paper Kite Foundation		8%	2
Second Page Project		3%	1

KEYWORD	MONTHLY SEARCHES (AU)	POSITION	LOCAL PACK	ADS ON PAGE
donate books	5,400	7 ↑1	-	2
charity christmas gifts	4,400	not in top 30	-	4
how to help a child learn to read	2,900	11 ↑2	-	0
book drive	1,600	12 ↓1	-	1
volunteer reading programs	1,300	3 ↑1	-	1
donate to education charity	1,000	13	-	4
children's literacy charity	880	4	-	3
literacy charity australia	720	5 ↑2	-	3
reading buddy volunteer	590	3	-	0
literacy statistics australia	480	9 ↑1	-	0
leave a gift in your will charity	390	22	-	3
workplace giving literacy	210	6	-	1

Positions are Google Australia mobile results (top 30) checked weekly; the month shows the latest check. Share of voice weights each keyword by the click share its position earns and by its monthly search volume, so a #1 on a busy search counts for more than a #1 on a quiet one. Monthly searches are Google Ads averages for Australia.

AI SEARCH VISIBILITY

AI SHARE OF VOICE
33%
Answers that name you (prev month: 29%)

RECOMMENDED FIRST
14%
Answers where you are the top pick

YOUR SITE CITED
31%
Answers that link to your website

QUESTIONS COVERED
15 / 21
Named on at least one AI surface

UNBRANDED SHARE
24%
Leaving out questions that name you

AVERAGE PLACE
2.2
Among the businesses an answer names

AI SHARE OF VOICE VS COMPETITORS / PEERS



WHERE YOU ARE NAMED, BY AI SURFACE



WHERE YOU ARE NAMED: QUESTION TYPE BY AI SURFACE (ANSWERS NAMING YOU / ANSWERS)

QUESTION TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	ALL
Best for	1 / 4	2 / 4	2 / 4	1 / 3	1 / 4	37%
Comparison	1 / 2	1 / 2	2 / 2	-	1 / 2	63%
Use case	1 / 4	1 / 4	2 / 4	1 / 3	1 / 4	32%
Technical	0 / 3	1 / 3	1 / 3	0 / 3	0 / 3	13%
Brand direct	3 / 3	3 / 3	3 / 3	3 / 3	3 / 3	100%
Where to give	1 / 3	1 / 3	1 / 3	0 / 2	1 / 3	29%

QUESTION A BUYER ASKED	TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	WHO AI PICKED
Is the Open Shelf Foundation a legitimate charity?	Brand direct	top pick	top pick	top pick	top pick	top pick	Open Shelf Foundation
Which Australian charities help children learn to read?	Best for	named #2	named #2	top pick	named #3	named #2	Little Lanterns Trust, Open Shelf Foundation, Storybridge
Where can I donate children's books in good condition?	Where to give	named #3	absent	named #2	absent	named #3	Little Lanterns Trust, Storybridge, Open Shelf Foundation
Open Shelf Foundation or Little Lanterns Trust, where does more of my donation go to programs?	Comparison	named #2	named #1	top pick	no answer	named #2	Little Lanterns Trust, Open Shelf Foundation
How can I volunteer to read with children near me?	Use case	absent	named #2	top pick	named #2	absent	Storybridge, Open Shelf Foundation
What is the best literacy charity to support through workplace giving?	Best for	absent	absent	named #3	absent	absent	Little Lanterns Trust, Paper Kite Foundation
How many Australian children start high school behind in reading?	Technical	absent	named #3	absent	absent	absent	Government education data, Little Lanterns Trust
How do I run a book drive at my office?	Use case	absent	absent	named #2	absent	named #3	Storybridge, Open Shelf Foundation
Which education charities are good to leave a gift to in a will?	Where to give	absent	absent	absent	absent	absent	Little Lanterns Trust

WEBSITES AI ANSWERS CITE MOST (WHERE TO EARN A MENTION)

WEBSITE	CITATIONS
charityregister.example	58
littlelanterns.example	41
openshelf.example	33
storybridge.example	27
givingguide.example	19
educationdata.example	16
facebook.com	9

BUSINESSES AI RECOMMENDS THAT YOU DO NOT TRACK

BUSINESS	ANSWERS
The Quiet Library Project	9
Words for Tomorrow	7
Northern Readers	5
Kite & Compass Fund	4
Bright Pages	3

VISITS FROM AI ASSISTANTS

212

Prev month: 163

Sessions referred by ChatGPT, Perplexity, Gemini, Copilot, Claude

↑ 30.1%

DONATIONS FROM AI VISITS

0

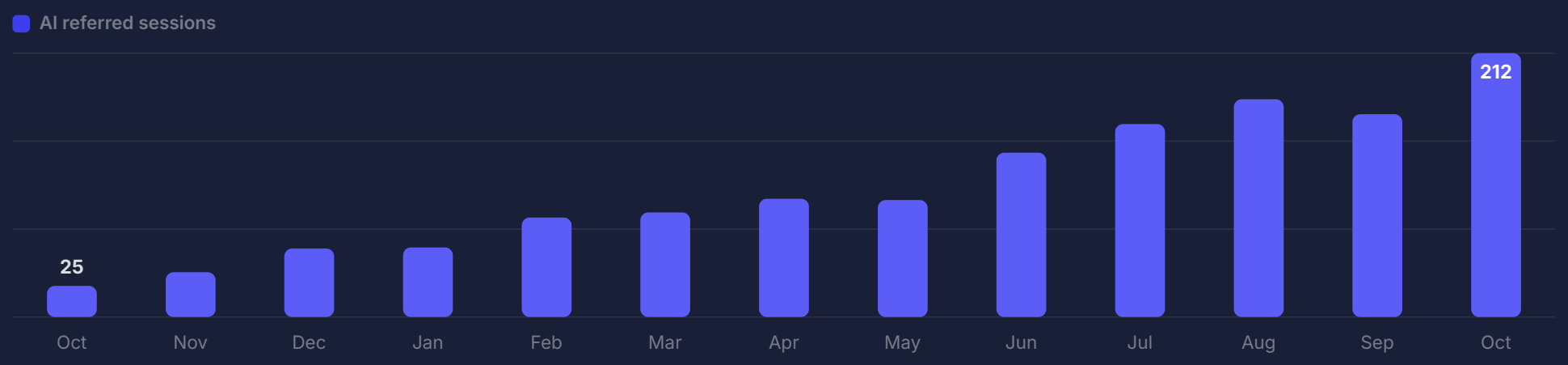
Conversions on those sessions

CHATGPT.COM

171

sessions this month

13 MONTHS: WEBSITE SESSIONS REFERRED BY AI ASSISTANTS



WHAT AI ASSISTANTS SAY

- **Named in a third of AI answers.** Open Shelf Foundation appears in 33% of 102 AI answers, up from 29%, or 24% leaving out questions that name it, and is the top pick in 14%. Perplexity names it most (41%).

- **The charity register is the most cited source.** The national charity register is cited 58 times, more than any charity's own website. Answers that compare charities quote the share of income spent on programs from it.

- **Workplace giving and gifts in wills are empty.** Open Shelf Foundation is absent from every answer about gifts in wills and named in one of five answers about workplace giving, two of the higher value ways to give.

WHO AI RECOMMENDS INSTEAD

1 Little Lanterns Trust is named most

Little Lanterns Trust is named in 49% of answers and Storybridge in 35%. Among untracked charities, The Quiet Library Project (9) and Words for Tomorrow (7) are recommended most.

THE ONE MOVE

1 State the program spending figure where AI can read it

Answers that compare charities quote program spending from the charity register and from an impact page. The Open Shelf impact page shows the figure only inside a chart image, so adding it as text, with the year and the source, gives every comparison answer a line to quote.

Each question on the list is put to ChatGPT, Gemini, Claude and Perplexity (web search on) and to Google AI Overview and Google AI Mode (Australia, mobile) once a month; answers are read for every tracked business; latest check 2026-11-02. Share of voice is the share of answers that name a business.

TECHNICAL SEO

HEALTH SCORE

88%

Pages with no serious issue (prev month: 86%)

PAGES CHECKED

126

126 in the sitemap

ISSUES FOUND

74

across 49 pages

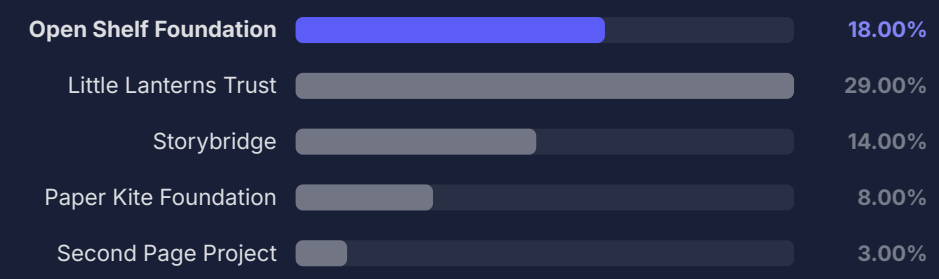
ISSUE	PAGES	EXAMPLES
Broken pages (error or no answer) Fix or remove them from the sitemap: Google and visitors hit a dead end.	4	/appeal/winter-2025 (HTTP 404) /events/trivia-night (HTTP 404)
Missing meta description Google writes its own snippet, often a worse one.	22	/donate/books /get-involved/book-drive /our-impact
Duplicate page titles Pages with the same title compete with each other in Google.	7	/news/page/2 (same as 4 other pages) /news/page/3 (same as 4 other pages)
Pages with images missing alt text Alt text helps image search and accessibility.	38	/our-impact (8 of 8 images) /volunteer/reading-buddies (5 of 6 images)
Slow server response (over 2 s) Slow first byte drags down speed scores and rankings.	3	/donate (2.7 s) /appeal/spring (2.3 s)

No issues: pages set to noindex, canonical points to another page, missing page title, missing H1 heading, redirect chains.

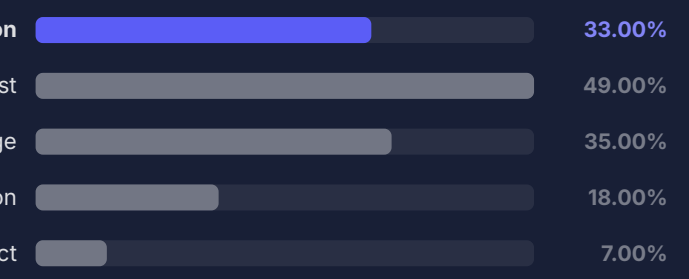
Weekly scan of the homepage and up to 200 sitemap pages; latest scan 2026-11-01.

COMPETITORS / PEERS

SHARE OF VOICE ON TRACKED KEYWORDS



AI SHARE OF VOICE (ANSWERS THAT NAME THE ORGANISATION)



INSTAGRAM FOLLOWERS



ACTIVE META ADS



ORGANISATION	IG FOLLOWERS	POSTS / 30D	ACTIVE META ADS	GOOGLE ADS (AUSTRALIA, THIS MONTH)	NEW PAGES THIS MONTH	REFERRING DOMAINS	AI SHARE OF VOICE
Open Shelf Foundation YOU	9,870	19	11	running	5	486	33%
Little Lanterns Trust	38,400 ↑ 1.6%	28	34 19 new	42 11 new	14	1,920	49%
Storybridge	21,700 ↑ 0.9%	22	16 3 new	18	6	1,140	35%
Paper Kite Foundation	6,120 ↑ 0.4%	8	4	6	1	312	18%
Second Page Project	1,840 ↓ 0.1%	3	-	0	0	88	7%

WHAT THE COMPETITION DID

- **Little Lanterns Trust has started its Christmas appeal.** Little Lanterns Trust showed 34 active Meta ads with 19 new this month, the new ones carrying Christmas gift messaging from 20 October, and 42 Google Ads creatives with 11 new.
- **Storybridge is growing on volunteers.** Storybridge published 22 Instagram posts in 30 days, most of them volunteer stories, and is named first in AI answers about volunteering to read with children on two surfaces.
- **Open Shelf Foundation ran fewer ads and still had its best month.** Open Shelf Foundation ran 11 active Meta ads against 34 for Little Lanterns Trust and recorded 471 donations from them.

THE ONE THING TO TAKE FROM IT

1 Decide the Christmas appeal date now

Little Lanterns Trust had Christmas gift ads in market from 20 October, and "charity christmas gifts" draws 4,400 searches a month with Open Shelf Foundation outside the top 30. The 1,246 October donors and the appeal page retargeting audience are warmest in the next six weeks.

COMMERCIAL IMPLICATIONS AND ROADMAP

WHAT THIS MONTH MEANS COMMERCIALLY

- **The appeal returned $11.81 for every dollar of paid media.** Donation value reached $96,840 on Meta Ads spend of $8,200.00, with Google Ad Grants covering a further $9,322.00 of search advertising at no cost to the foundation.

- **One story, told everywhere, did the work.** Mia's story was the top Facebook post (1,507 engagements), the launch email (2,214 unique clicks) and the creative in the appeal campaign (286 donations).

- **1,246 new and returning donors have been thanked and not asked again.** The receipt email reached 76.0% of donors and carries no monthly giving or volunteering invitation, while the Regular Giving campaign pays $32.81 to sign each monthly donor from a cold audience.

UNDER-OWNED

1 Book donors and readers of the learn to read resource

The /donate/books page and the learn to read resource drew 1,700 organic sessions between them and 3 donations. Neither page invites the visitor to give, subscribe or volunteer.

NEXT MONTH'S ACTIONS

ACTIONS FOR NOVEMBER 2026

1 Add a monthly giving invitation to the thank you and receipt email

The receipt email was opened by 76.0% of the 1,246 October donors and clicked by 11.00%, and signing a monthly donor from a cold audience costs $32.81 on Meta Ads.

→ Measured on: Monthly donors signed

→ Owner: Unassigned

→ Due: 30 Nov 2026

2 Add a give or subscribe step to the donate books page and the learn to read resource

The two pages drew 1,700 organic sessions and 3 donations in October, and "donate books" is the second largest organic query on the site with 612 clicks.

→ Measured on: Donations from Organic Search

→ Owner: Unassigned

→ Due: 30 Nov 2026

3 Point the Children's Literacy Information campaign at the learn to read resource

The campaign used $3,374.00 of grant spend for 9 conversions landing on the homepage, while the resource holds organic visitors for 2m 51s.

→ Measured on: Google Ads conversions

→ Owner: Unassigned

→ Due: 30 Nov 2026

Owner: who is doing this, as set by your team in the app.