



THE ELEPHANT SANCTUARY

IN TENNESSEE™



INTRODUCTION

About The Elephant Sanctuary

The Elephant Sanctuary in Tennessee was found in 1995 as a safe home for elephants. It provides over 3,000 acres of land and professional caretakers for elephants retired from entertainment work. Many were active in zoos and circuses, and needed a stable environment after their departure. This exhausting work causes mental and physical health problems, so they are given individual veterinary care.

Overtime, the sanctuary has grown drastically. Starting with one elephant and 100 acres of land, the success of the organization is immense. It's currently home to 11 elephants with room for more.

The elephants living in the sanctuary have space to behave naturally and explore a safe habitat. Because of this, it is closed to the public. Instead, they have a Discovery Center and virtual activities to learn about the lifestyle of elephants and the danger they face in the wild. This education has become a large value of the organization as they fight for the safety of elephants across the world.

Their [website](#) gives activists a place to donate their money or sign a pledge encouraging them to take steps to protect elephants.



Audience

The audience of The Elephant Sanctuary include people who enjoy elephants or have curiosity about them. Many visitors want to help the animals from the abuse they face in the wild.

The treatment of elephants has been covered widely in the media, leading these animal activists to donate to the organization.



SEO ANALYTICS

Using online resources, I was able to look at different SEO elements on The Elephant Sanctuary's website. The research process included looking at page titles, meta descriptions, and headers with the help of [Screaming Frog SEO Spider](#) and [WAVE](#).

Page Titles

The Elephant Sanctuary uses page titles on every page on its website. Most of these titles are unique to each page, with only six duplicates out of the 133 titles surveyed. They tend to be very brief and simple titles. The shortest ones are 35 characters and include the "Elecam" page. While most titles are very short, two are longer than the suggested length of 50-60. One of them is 172 characters reading "The Supreme Court of Tennessee Denies The Sanctuary's Appeal for a Retrial in Custody Trial of Asian Elephant, Tarra".

The majority of the titles are very direct to what the page will hold. They tend to be very few words and give a general idea of what you will be shown. Having long titles can impact the look of the website and confuse a viewer, making this a positive aspect of the site. One good example of a title is "Take Action". It is a call to order and makes people who are passionate about elephants feel like they are making a difference. A bad title is "Elephants". This is used on the page that shows all the elephants living at the sanctuary, but it is too general and does not tell a viewer what they will be seeing. Something like "Our Elephants" would be more descriptive.

Meta Descriptions

As part of my research, I looked at the meta descriptions for each page on the sanctuary's website. All the descriptions throughout the entire site are the same. Each is 118 characters, which is within the range of Google and mobile devices. Google cuts off any descriptions longer than 160 characters, while a mobile device is 120. The description is not accurate to each page and does not give the viewer any idea what they'll read on a link in a search engine.

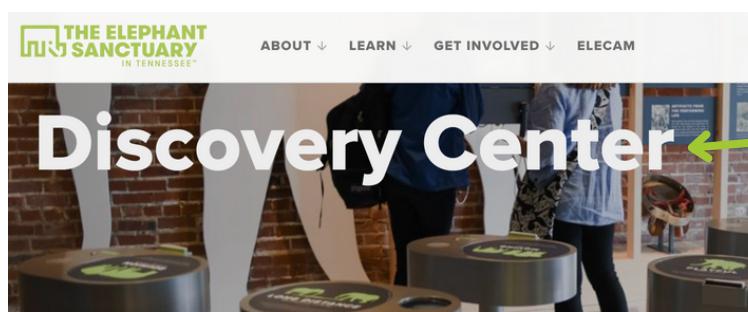
“The Elephant Sanctuary in Tennessee provides captive elephants a safe haven dedicated to their well-being. Learn more.”

Although the meta description is not bad for the homepage, it should not be used throughout the site, as it does not apply to all the pages.

Headlines

HTML header elements are seen on almost every webpage. Every page has an H1, with most having H2 and H3 as well. The H1 tags tend to be the same as the page titles. Some of these do a great job illustrating what can be found, but others do not. All but three of the header 1's across the site are under 70 characters and very simple to understand.

The H2 and H3 elements are included to break up the longer stretches of text and images on most pages. Categories help the viewer find what information they need easily. An example of a page that uses multiple headers is the “Discovery Center”. It includes the H1 on the image, which is the layout on every page. Then below the text is split up by smaller titles.



H2 Visit The Discovery Center



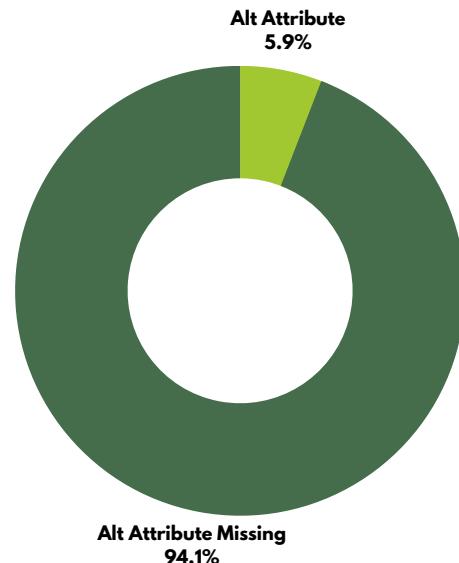
Increasing public knowledge is key to creating a world where elephants no longer live under constant threat of poaching, habitat loss, conflict, or capture. The Elephant



ACCESSIBILITY

Alt Tags

Accessibility is one part of The Elephant Sanctuary's website that needs to become a focus. I found alt attributes are missing from over 94% of the images across the website. Many of these pictures are used as links and headers, which is why they were not given alt text. Alt tags should be added to all these images to meet accessibility guidelines and website standards.



The images that are attached to the page without a link do have alt text, and they are written very well. The tags are detailed and share exactly what is happening in a photo.



“Students laughing at the Elephant Sanctuary’s Discovery Center”



“African elephant herd in their Elephant Sanctuary in Tennessee habitat”

Contrast

Another accessibility issue found on the site is the contrast between images and text. WAVE gave many warnings in its scan about low contrast. Most of the contrast problems were based on text over an image or text with low opacity. This makes reading the website difficult for people with low vision and could be fixed by choosing darker colors or making text bolder.

WRITING

The words used on the website are well-written and inform a reader about the sanctuary and its purpose. Between the “Mission” and “Elephant Care & Facilities” pages, donors or elephant-fanatics can learn specifics about the organization and how they take care of their elephants.

The text used is very straightforward and easy to understand. It shares the necessary information, but not too much that it is overwhelming. The appropriate tone is also used throughout the site. A conversational but knowledgeable voice remains consistent.

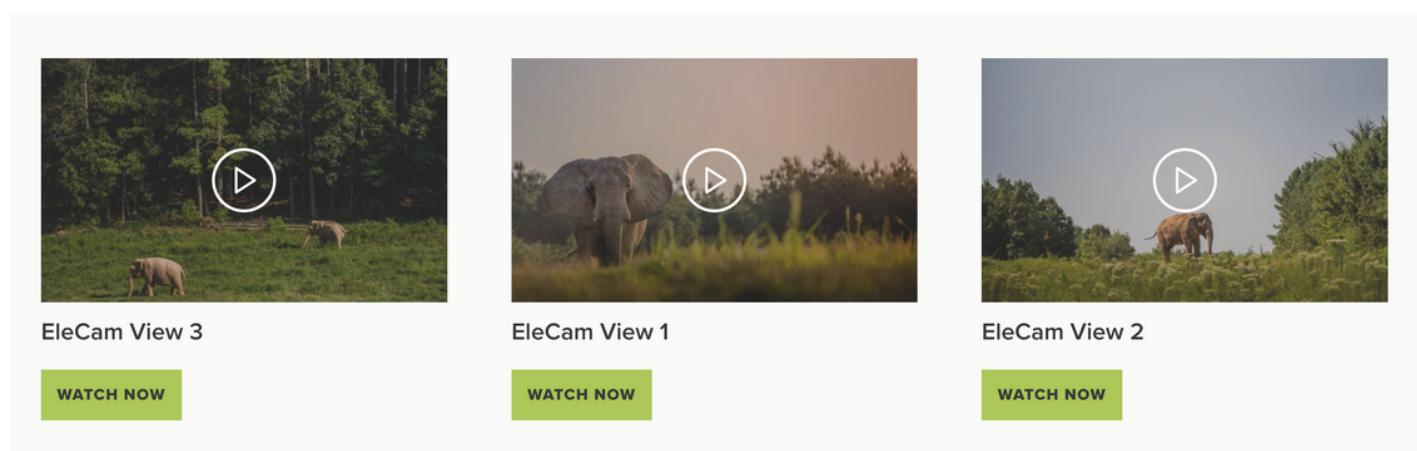


CONTENT

The Elephant Sanctuary's website includes a variety of types of content. It is all very professional and shows off photography and video skills. The site is full of different images showing the elephants, their sanctuaries, and their experiences with trained staff. There are also many pictures of visitors at the sanctuary's learning center. They show a donor what their money is going towards and encourage them to help more.

In addition to pictures, YouTube videos are linked to the website. A video on the "Discovery Center" page gives viewers a look at what their experience would be like if they visited in person.

A unique element of this website is the live cameras streaming the sanctuary land. Anyone can go online and watch the elephants in their habitat outside. The cameras are on 24 hours a day and give fundraisers the chance to see what is happening in real-time.



All these visuals work together to make a person visiting the site feel like they are learning about the elephants and get to see their lifestyles. The live cameras are also advertised on multiple pages, driving visitors to look at the streams.

The variety of images, videos, and live feeds are integrated throughout the website. They all make sense with the message the site gives its viewers, which is to help educate and protect elephants. The content shows off the positive aspects of the elephant's lives and the work being done to support them.

Every page's heading incorporates an image in the background. This image contributes to the topic of the page and correlates with what the viewer will learn.

Content Distribution



The Elephant Sanctuary in Tennessee

Aug 15 ·

At The Sanctuary, every day is World Elephant Day — especially during August Elephant Awareness Month! The Q herd celebrated the big day over the weekend with apples and blueberry popsicles decorated like globes, as well as hay balls and culverts stuffed with grass and bamboo. Thank you to those who attended Trunk Trivia at The Discovery Center and to everyone who joined us in celebrating!



2K 25 comments 94 shares 17.9K views

Like

Comment

Share

Many posts highlight the elephant and their stories including where they came from and experiences they have at the sanctuary. Other content on social media promotes donations and causes the organization is working on. One post on their X account shares how thankful they are for donations that have been given to one campaign, then gives evidence of what the money has done for the sanctuary.



Outside of The Elephant Sanctuary website, they use social media to show their content to more people. They are active on Instagram, Facebook, and X, formerly known as Twitter. The organization shares photos and videos to keep their viewers and donors updated on what is happening at the sanctuary. Since it is not open to the public, this is important.

The Elephant Sanctuary
@ElephantsTN

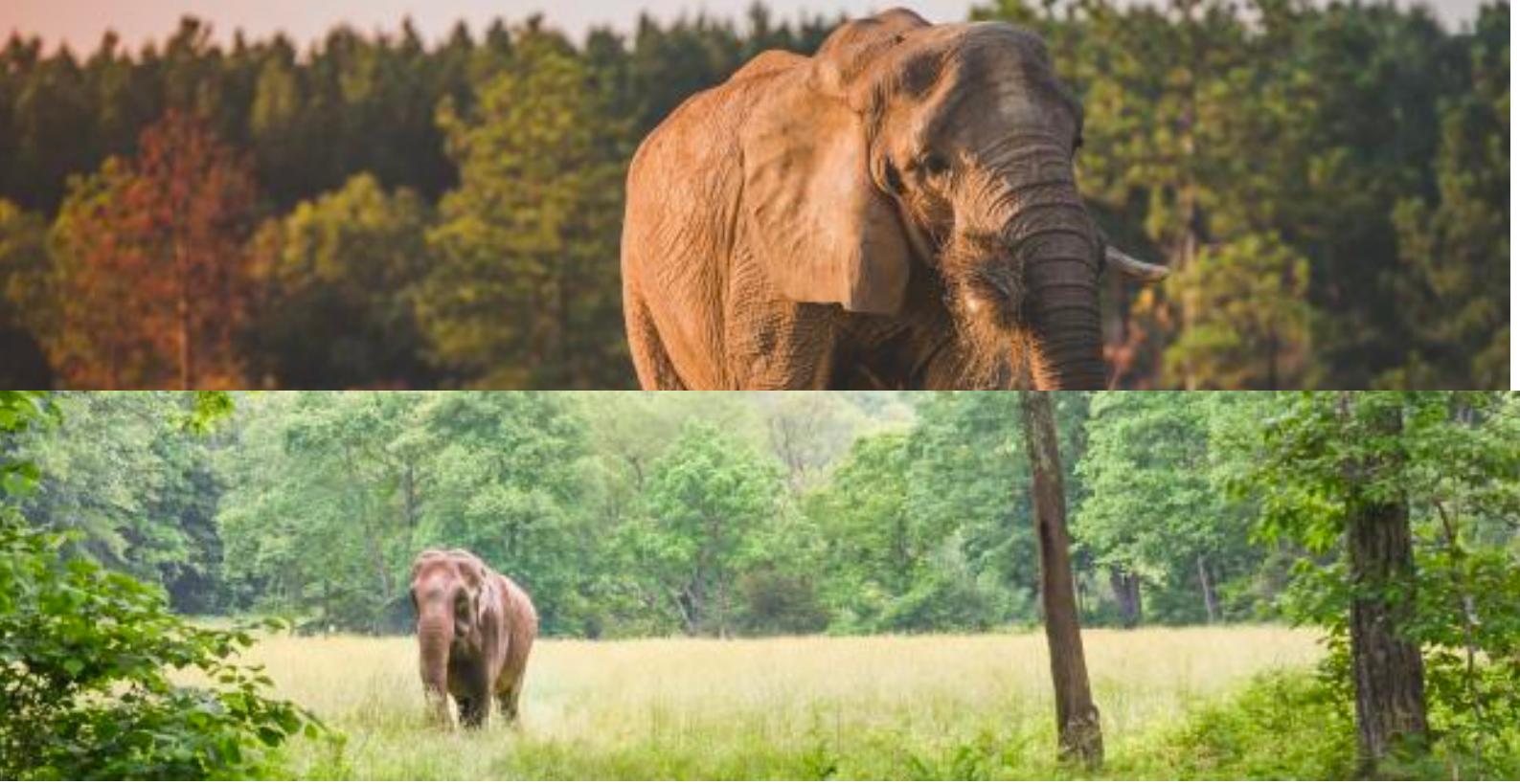
We're thankful that the Building For Bulls campaign is off to a great start, thanks to our supporters. Here is evidence of progress at the bull barn site, where the lot has been cleared and leveled and the structures of concrete and steel are going up!

YouTube



The Elephant Sanctuary | Building for B Construction Progress



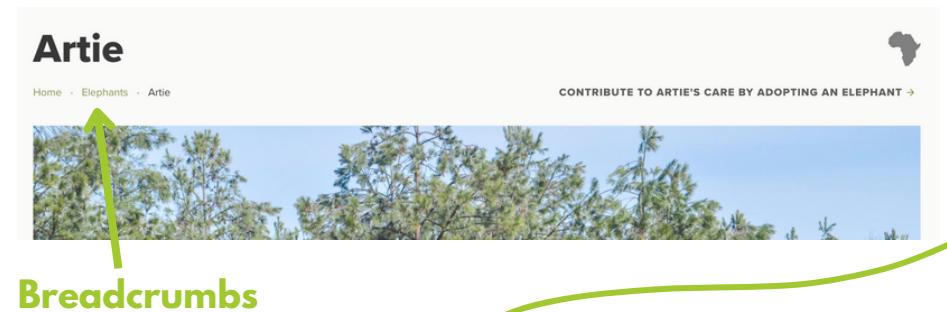


ARCHITECTURE

One of the most important things about a website now is its ability to adapt to multiple platforms. The Elephant Sanctuary's website is mobile-friendly, as all elements are optimized to fit all screen sizes. This also applies to changing the size of a browser. The elements of the site react well to these adjustments. The navigation bar becomes a hamburger menu and although the text all stays the same size, the other elements on the page shift to fit.

The navigation on the site is very simple to understand. Some experts do not like drop-down menus and say they are too cluttered and give an abundance of options, the menu categories on the sanctuary's site make sense with the content. The short titles also give viewers an understanding of what they will find. Breadcrumbs are used on the site to show the page trail a viewer has taken and help them easily find their way back to content they have previously viewed.

The navigation is clear, but a search function would allow a visitor to find specific information without looking at the navigation. This could be added to the site.





CONCLUSION

The Elephant Sanctuary in Tennessee has a successful website that informs the public about the struggles elephants across the world face and gives them ways they can help. Any elephant lover would enjoy watching live cameras or reading the text that describes what is done for the retired entertainment animals.

While there are many positive aspects, there are issues with the site that can be fixed. Accessibility problems limit some people's ability to get information from the site. **Alt tags and attributes** must be added to all images to meet industry standards. More accurate **meta descriptions** that are unique to each page would help users on search engines. Finally, a **search function** could improve the experience of a viewer who wants specific information.

All of these additions would drive more people to The Elephant Sanctuary's website, increasing their reach and ability to help elephants.