

American Horticultural Society

The screenshot shows the homepage of the American Horticultural Society. At the top left is the AHS logo. To its right is a search bar and three buttons: DONATE, JOIN, and RENEW. Further right is a 'Member Login' link. Below this is a navigation menu with links for 'About Us', 'Programs', 'Resources', 'River Farm', and 'Ways to Support'. The main content area features a large banner image of a garden with a wheelbarrow and a shovel. Text on the banner reads: 'Learn more about gardening sustainably to #GrowAGreenerFuture. Take the pledge to #GrowAGreenerFuture! Check out our sustainable gardening tips for your own backyard. Learn More >'. Below the banner are social media icons for Facebook, Twitter, Email, LinkedIn, and Pinterest. To the left of the main text is a 'STAY CONNECTED WITH AHS' section with a 'SUBSCRIBE >' button. To the right are three buttons: 'DONATE >', 'JOIN >', and 'RENEW >'. Below these is a 'GIVE A GIFT >' button. The main text area contains the following text: 'Welcome All Aspiring, Novice, & Expert Gardeners! The American Horticultural Society (AHS) is one of the most respected, longstanding national gardening organizations in the country. Since 1922, we have been a trusted source of high quality gardening and horticultural information. Today, our mission blends education, social responsibility, and environmental stewardship with the art and practice of horticulture. Our vision is a land of sustainable gardens, cultivated by a diverse population with a common passion for plants. Learn More >'. There is also a small 'Give a gift of membership' section with text: 'AHS memberships make the perfect gift year-round.'



Your overall score: 54%

Overview

We at Localist understand the importance of engaging and growing membership in communities and the best way to do that is through events.

Your overall score is an accumulation of various factors that help organizations like the American Horticultural Society succeed. To better understand how we calculated your score we have created a detailed report on how American Horticultural Society (AHS) markets and manages events. AHS does a good job at having a centralized calendar which provides users a simple way to access all events. Though all of these things are great there are a variety of things we'd like to explore with AHS to help better achieve its mission through events.

One recommendation to explore is using a single centralized registration. Centralized registration gives you a holistic view of your most engaged members so you can provide more personalization and better targeting. The second we'd like to look at together is to implement a trending carousel on your site. This improves event attendance and helps you promote bigger events. A third recommendation we are offering is to incorporate the ability to share events on social media and automate your social media post on platforms such as Twitter, LinkedIn, and Facebook. When users share events with their social networks, they'll create buzz around the event and help drive increases in awareness, attendance and membership.

These are just a few of the recommendations that we have and we would like to work with you to think of ways to address each of these sections below where we have observed some areas for improvement.

Website: ahsgardening.org

Community software being used: We would like to learn from you what AHS might be using

Membership size: Approximately 20,000 members

Calendar of events: <https://ahsgardening.org/gardening-resources/events-by-region/>

Are you engaging your community?

Yes, frequently

Do you own adjacent events in the community?

Do you list events that are not organized by AHA directly, but are organized by other organizations in the same space / your partners, etc.

Yes

Leveraging AHA brand to be the source of useful/relevant event content to your members

The number of events on your calendar that you don't produce (signified degree of curation and leveraging your brand to become the watering hole for your industry)

Yes, a large majority are not AHA events

Discovery

Central calendar

Can all of your events be found in one place? Or are there separate event calendars for different audiences on your website?

Yes

Search functionality - search box

Can users search for events using event names or keywords?

No

Search functionality - search filters

Can users use filters to search for events?

Search filters in Localist are customizable and are tailored to the needs of your specific organization.

Yes, they can search by:

- Location

Missing search filters:

- Event type
- Topic/intrest
- Date
- In-person/virtual
- Target audience
- Price

Does your calendar have landing pages dedicated to specific topics/geographies?

No

Centralized Event Registration/Management

Do you have centralized event registration?

No

Event Reach

Event Reach measures the expected "reach," or audience awareness, of your events.

How discoverable your events are in outside searches?

How discoverable your events are to users browsing your calendar?

Overall Event Reach score

37%

Can registrants easily add the event to their calendars?

Pre-registration: No

Post-registration: We are not able to tell but would like to hear from you.

Are your events easy to share on social media?

Pre-registration ("Here's an event ..."): No

Post-registration: We are not able to tell but would like to hear from you.

Can users engage on your event page and comment on the event?

The ability to comment on an event adds social proof value.

No

Do your event pages have photos?

Event pages with photos help to increase event and member engagement.

No

Are your event descriptions at least 160 characters?

Event descriptions help with SEO and increase event exposure.

Yes

Does your calendar use event tags?

Event tags increase event exposure across multiple pages in the calendar.

No

Do your events have hashtags?

Hashtags encourage social sharing.

No

Does your calendar have a "Trending" view of events?

Trending event views improve event engagement.

No

Does the Location of your event have details beyond a link or venue name/address?

No

Can users see on your event page who is planning to attend your event/who is registered?

Being able to see who is attending an event adds social proof.

No

Promotion & Social Buzz

Around Events

Are your events being promoted in other places?

Are they listed on:

LinkedIn: Yes

Twitter: Yes

Facebook: Yes

Eventbrite: Yes

Best Practices

Are your event pages optimized for indexing in search engines?

For SEO purposes

No

Number of Inbound links to your website

23,296

Are your event pages responsive?

Are your event pages optimized for mobile devices?

Yes

Report Prepared by Meredith

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