

# Communication Services (CS) Report July 2019

U. S. Department of  
Homeland Security  
United States  
Coast Guard Auxiliary

Communication Services  
District 11 Northern Region  
Supporting Utah, Nevada,  
and Northern California



## IN THIS REPORT:

- District website pass independent review
- Nick Patterson, FSO-CS Reports on the susses of Facebook for his Flotilla

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## REPORT DETAILS:

### District's website pass independent review

Tony Walker, with Google Digital Marketing in any effort to expand their marking analyzed the District's websites. The report had the following points.

- **Technical glitches became the main hindrance for marking your positing in search engines**  
How the site is posted for search engines is National level. There is not much we can do to improve it. None the less The CS team will be looking into way to improve how we seen by search engines.
- **Ignorance of relevant content based links while optimization**  
The content we post as links is reviewed often. We have to follow the guidelines set up by National. We can not post links for marking of products for sale.
- **Selection of low competitive Keywords makes traffic flow irrelevant**  
Keywords are used by search engines. This is posted in the code's metadata. This is just saying search engines and therefore, anyone looking for thing like Boat, Boating, PFD, PWC, etc. will not find our site.
- **Your Social Media optimization seems intact**  
Nothing to add to this, but thanks.

The bottom line is our District's websites is looking real good. I want to publicly thank the District CS team for working so hard to make this happen.

### Nick Patterson, FSO-CS Reports on the susses of Facebook for his Flotilla

Nick Patterson, FSO-CS Flotilla Stockton Flotilla 113-10-03 filled the following regarding the units FaceBook. "FaceBook continues to give up a platform to inform about Auxiliary. We are up to 320 page likes and 326 followers. In June we had post reaches of 2,784 with 598 engagements." Well done, reaching the public about your unit.

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End of District CS Team Report  
Respectfully submitted,  
Mart Gardner, DSO-CS