

# the communityCORPS

pro bono powering social good

## Increasing web traffic to raise awareness of eating disorders



Doris Smeltzer, President and co-founder of Andrea's Voice

### Nonprofit

Andrea's Voice Foundation

### Project Type

Search Engine Optimization

### Volunteer Donated Hours

14

### Estimated Project Value

\$2,100



For more information on The Community Corps, please visit us at [www.thecommunitycorps.org](http://www.thecommunitycorps.org)

Or contact us at: [concierge@npower.org](mailto:concierge@npower.org)

Doris Smeltzer and her husband founded Andrea's Voice in 1999, 3 months after their daughter tragically died from an eating disorder she developed her first year of college. "We thought it was a choice she was making and that she could choose to stop," explains Doris. "Really, eating disorders are a mental illness." Deaths related to eating disorders are vastly underreported so many people don't realize an eating disorder like Bulimia can actually be lethal. "We had to tell our daughter's story," says Doris.

### The Need

When her friend that created the organization's website became too busy to maintain it, Doris found herself confronted with the challenge of managing it on her own. She was not familiar with search engine optimization (SEO) best practices but knew having an easily accessible website is critical.

Doris was thrilled to discover The Community Corps: "I felt like this was the answer to every prayer. We're a small organization and could not have absorbed the expense of hiring someone to come in."

She posted a Search Engine Optimization project and was ultimately matched with Sowmya Vallabhajosyula, a JPMorgan Chase Applications Developer in India. They held their initial call using Google Chat and Sowmya was immediately impressed: "What I loved about Doris is that she knew exactly what she wanted help with.

Doris also connected with Sowmya: "It was like sitting down and sharing tea with a friend who just happened to be in India! Sowmya has the biggest heart."

### Results

Doris has since seen a 13% increase in traffic to the website. More visitors to the site means more people finding potentially life-saving information.

Sowmya continues to be a resource, sending Doris articles and being available for basic questions. "I personally love the concept of Community Corps," says Sowmya. "In the technical world, we can get lost in the projects we do. Getting to come out and do something for people gives us perspective. Doris is so inspiring; "this is a relationship I'd like to keep for a lifetime!"



Sowmya Vallabhajosyula, volunteer from JPMorgan Chase