

Content Analysis Report  
Royal Botanic Garden Edinburgh (RBGE)

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## Royal Botanic Garden Edinburgh

As per the Marr report, Royal Botanic Garden Edinburgh (RBGE) has created a strategy map that illustrates the linear connection between its daily governance of its properties up to meeting the requirements of both the RBGE and the Scottish Government. Key components of this strategy that can be accomplished through its website are the “Activities,” located in the middle of the hierarchy. These activities are the primary work of RBGE, and are aligned to achieve the “Impacts” of the organization. Of the five activities listed, Visitor Attraction, Education, and Biodiversity can all be aided by the RBGE website.

### Content Alignment Summary

Focusing on the Activities section, RBGE can focus on the following goals and objectives:

BUSINESS GOALS	CONTENT OBJECTIVES
Increase visitor attraction to RBGE sites	Demonstrate the unique value of each garden through visual depiction and vivid description
Expand educational opportunities for botanists and students to explore and learn from the properties	Showcase group tours for elementary/secondary groups Demonstrate how long-term association with RBGE benefits botanic study
Maintain biodiversity of gardens	Drive visitors from free content to value-added donor content (membership)

Each of the goals above is in line with RBGE’s mission: “To explore, conserve and explain the world of plants for a better future.” Given this mission, an online focus *visitor attraction*, *education*, and *biodiversity* should help the organization increase revenue from admission fees, membership fees, and donations (both online and on property), which will allow RBGE to work on its “Impacts” in the strategy map. These goals can directly influence the Impacts *Discovery*, *Learning*, and *Tourism*, and indirectly influence the Impacts *National Heritage*, *Promoting Scotland*, *Improving Quality of Life*, and *Conservation*.

## **RGBE Needs & Current Content Analysis**

During the discovery phase, we learned that online visitors to RGBE are greeted with the organization's mission, and links to "visit" each of the four gardens. A toolbar gives visitors the opportunity to see upcoming events ("What's On"), search collections ("Collections"), read about research being done ("Science and Conservation"), and register for courses ("Learn"). While these titles align with the mission statement, the execution of the activities can be more effective in meeting RGBE's goals.

"Visit" results in a page of text describing each garden's exhibits. This communicates to the audience that words can capture the essence of the displays, when, in reality, this is not the case. The audience, faced with reading textual description, can lose interest in the search and move on. RGBE needs to include visual images of their exhibits, along with the textual description. These descriptions should be subordinate to visuals that capture the stunning artistry of the exhibits so that visitors to the site are impelled to witness the beauty in person.

"Learn" brings visitors to a menu options for learning, from online coursework to group tour offerings for students. Delving further into each, a visitor learns (again, through text) of what offerings there are. Depending on the audience, the type of "learning" being searched can be lost. Clearly delineating continuing education from supplemental field trips for youth groups would help to define each. A separate, dedicated link for schools to use – under "Visit," not "Learn" – to book field trips would also increase visibility and user interaction for this purpose. Right now, it's lost among the continuing education links.

Moreover, each learning experience can move visitors to the site toward membership. For example, In "Short Courses," a visitor reads about Membership Discounts for the first time on the site. Membership is also a bout of "Support Us," along with donation and volunteer links. Making "Membership" its own menu item, and providing the benefits of Membership (i.e., discount admissions, access to special information, private tours) in one dedicated place would increase the visibility of this offer, thereby increasing long-term association with RGBE and the benefits of that association.

"Science and Conservation" focuses on "delivering world-class biodiversity research to underpin the conservation and sustainable use of the world's plants." Toward this goal, the webpage has links to each of the research departments as well as to "Science News" and "Key Scientific Resources." This communicates to the audience that RGBE has much information to share, but that there is no added value to the information. This section can implement a call-to-action in the form of a "Join Now" button, which would unlock the "Scientific Resources" link (currently free). This would create a value-added appeal to membership, the proceeds from which can be put toward maintaining and possibly increasing biodiversity in all the gardens.

## **Content and Business Objectives**

RGBE's mission - "To explore, conserve and explain the world of plants for a better future." – is evident in the present content. Each link takes a visitor to some aspect of botany that promotes all aspects of the mission statement. However, increasing revenue from donations and membership, and increasing visibility of exhibits on the site, can enhance the RGBE's business objectives and overall mission.

## **Core Strategy Statements**

1. To increase visitor attraction to RGBE sites, we will create visually stimulating depictions of each garden's exhibits that makes visitors to the site choose to see the beauty first-hand.
2. To expand educational opportunities for botanists and students to explore and learn from the properties, we will further separate learning opportunities based on audience needs. This will aid teachers and group leaders in finding information on educational group tours to learn about the world of plants. Also, botanists and other students interested in continuing their education can register for membership to qualify for discounted tuition rates.
3. To demonstrate how long-term association with RGBE benefits botanic study, we will create value-added content for members and donors that makes RGBE members beneficiaries of members-only content and drives their donations toward future research and biodiversity.

## **Messaging Framework**

When a user first lands on the site, we want them to feel connected to the beauty of the garden.

After spending a few minutes on our site, users should feel interested in visiting and/or becoming a contributor because they understand we provide a unique visual attraction and opportunity for education.

Our content demonstrates that we provide just what our users need because

- It provides visual displays of exhibits for users, so they know what to expect;
- It makes it easy to bring youth groups on tour, so children are introduced to diverse flora
- It showcases the benefits of membership to the member as well as to RGBE and its mission.

## Key Performance Indicators (KPIs)

BUSINESS GOALS	CONTENT OBJECTIVES	KPIs
Increase visitor attraction to RGBE sites	Demonstrate the unique value of each garden through visual depiction and vivid description	How long do users spend on a Garden's page? What percentage of users jump to "purchase ticket" from garden page?
Expand educational opportunities for botanists and students to explore and learn from the properties	Showcase group tours for elementary/secondary groups Demonstrate how long-term association with RGBE benefits botanic study	What path did users take to get to "Book a Tour" page? How many visitors choose to become a member after looking at learning content?
Maintain biodiversity of gardens	Drive visitors from free content to value-added donor content (membership)	How many visitors choose to become a member after previewing value-added content?