Hi, Osbourne,

Below are the proposed webpages for Projects Overland website, as discussed. Kindly also advise whether the domain can be registered with a .africa extension.

PROJECTS OVERLAND

Core Website Pages

1. Home

Purpose: First impression + clear mission

Content:

- Short, strong mission statement

- Areas of focus: Medical | Community | Education

- Regions of operation: Tanzania, Zanzibar, Kenya

- Clear calls to action: Volunteer, Intern, Partner, Donate

- Impact highlights (numbers, photos, short testimonials)

2. About Us

Purpose: Build credibility and trust

Content:

- Vision & Mission

- Background / Why the NGO exists

- Values & guiding principles

- Legal status (registered NGO / in process)

- Brief history or founding story

3. Our Programs / What We Do

Break this into three sub-pages:

a) Medical Programs

- Community health outreach

- Medical camps

- Support roles for medical volunteers/interns

- Who can apply (doctors, nurses, students, non-medical support)

b) Community Programs

- Community development initiatives

- Youth & women empowerment

- Environmental or social programs

- Volunteer roles available

c) Education Programs

- School support

- Teaching & tutoring

- Education internships

- Skills training or mentorship

4. Volunteer & Internship Opportunities

Content:

- Who can volunteer (locals, internationals if applicable)

- Internship categories

- Duration options (short-term / long-term)

- Eligibility & requirements

- Application process

- Code of conduct & expectations

- FAQs for volunteers

5. Where We Work

Purpose: Geographic clarity

Content:

- Arusha

- Zanzibar

- Kenya

For each location:

- Brief local context

- Programs running there

- Volunteer opportunities per region

6. Impact & Stories

Purpose: Show results, not just intentions

Content:

- Success stories

- Beneficiary testimonials

- Volunteer experiences

- Photos and short videos

- Statistics and measurable outcomes

7. Get Involved

Purpose: Convert visitors into participants

Content:

- Volunteer

- Intern

- Partner with us

- Donate (if applicable)

- Corporate / institutional partnerships

8. Partners & Supporters

Purpose: Social proof

Content:

- Partner organizations

- Hospitals, schools, churches, community groups

- Logos and short descriptions

9. News / Blog

Purpose: Fresh content & credibility

Content:

- Project updates

- Volunteer reflections

- Community stories

- Announcements & events

10. Contact Us

Content:

- Contact form

- Email & phone

- Physical address

- Social media links

- WhatsApp contact

11. FAQs

- Volunteer costs

- Accommodation & logistics

- Safety

- Language requirements

- Local vs international volunteers

Extra High-Value Features:

- Online application form (Volunteer/Intern)

- Downloadable documents (brochure, policies)

- Newsletter signup

- Photo gallery

- Impact map showing regions served

**1. HOME PAGE**

**Hero Section**

**Projects Overland – Creating Sustainable Change Through Service**

Projects Overland is a community-driven development organisation working across East Africa to improve access to healthcare, education, and social empowerment. We connect passionate volunteers, interns, and partners with meaningful projects that create lasting impact in local communities.

**Volunteer | Intern | Partner | Donate**

**Our Areas of Focus**

**Medical Programs**

Supporting underserved communities through health outreach, medical camps, and public health initiatives.

**Community Programs**

Empowering youth, women, and vulnerable groups through development, skills training, and social programs.

**Education Programs**

Strengthening education systems through teaching, mentorship, and school support initiatives.

**Where We Work**

We currently operate in:

* Tanzania
* Zanzibar
* Kenya

Our projects are designed in collaboration with local institutions to ensure culturally appropriate and sustainable outcomes.

**Why Projects Overland?**

* Community-led development approach
* Ethical and responsible volunteering
* Real impact, not voluntourism
* Local partnerships and grassroots solutions

**Our Impact**

* 1,500+ community members reached
* 300+ volunteers engaged
* 25+ partner institutions
* 10+ active projects across East Africa

*(Replace numbers with real data later)*

**2. ABOUT US**

**Who We Are**

Projects Overland is a non-profit development organisation committed to creating positive social change across East Africa. We work with local communities, institutions, and international partners to address key challenges in healthcare, education, and community development.

**Our Vision**

A world where communities are empowered, healthy, educated, and able to shape their own sustainable futures.

**Our Mission**

To connect people with meaningful opportunities that contribute to long-term community development through ethical volunteering, internships, and partnerships.

**Our Values**

* Community first
* Sustainability
* Cultural respect
* Accountability
* Inclusion
* Collaboration

**Our Story**

Projects Overland was founded in response to the growing need for structured, ethical, and impactful community development initiatives in East Africa. We recognised that many well-intentioned efforts lacked sustainability, local involvement, and long-term vision.

Our organisation was created to bridge this gap by working directly with communities and designing programs that create measurable impact.

**3. OUR PROGRAMS**

**Medical Programs**

Our medical programs focus on improving access to healthcare for underserved communities.

**Key Activities:**

* Community health outreach
* Medical camps
* Public health awareness https://www.ifrevolunteers.org/
* Support roles for hospitals and clinics

**Who Can Apply:**

* Doctors
* Nurses
* Medical students
* Public health professionals
* Non-medical support volunteers

Volunteers support local healthcare professionals and contribute to essential health services.

**Community Programs**

Our community programs aim to strengthen social systems and improve quality of life.

**Key Areas:**

* Youth empowerment
* Women’s development
* Environmental projects
* Social enterprise support

Volunteers work directly with community groups, NGOs, and local leaders.

**Education Programs**

Education is a cornerstone of sustainable development.

**Activities:**

* Teaching support
* Tutoring and mentorship
* School development projects
* Education internships

Volunteers help improve learning outcomes while gaining valuable teaching experience.

**4. VOLUNTEER & INTERNSHIPS**

**Who Can Volunteer?**

We welcome:

* Local volunteers
* International volunteers
* Students and graduates
* Professionals seeking meaningful experience

**Program Duration**

* Short-term: 2–4 weeks
* Medium-term: 1–3 months
* Long-term: 3–12 months

**Eligibility Requirements**

* Minimum age: 18 years
* Basic English proficiency
* Relevant background for specialised programs
* Commitment to ethical conduct

**Application Process**

1. Submit online application
2. Initial screening
3. Interview/consultation
4. Placement confirmation
5. Pre-departure orientation

**Code of Conduct**

All participants must:

* Respect local cultures
* Act professionally
* Protect vulnerable groups
* Follow safeguarding policies

**5. WHERE WE WORK**

**Tanzania – Arusha**

Arusha is a hub for community development and healthcare initiatives.

Programs:

* Medical outreach
* Youth empowerment
* Education support

**Zanzibar**

Zanzibar faces unique challenges in education and healthcare access.

Programs:

* Public health programs
* Teaching support
* Community projects

**Kenya**

Our Kenya programs focus on urban and rural development.

Programs:

* Medical internships
* Community empowerment
* Education initiatives

**6. IMPACT & STORIES**

**Real Stories. Real Impact.**

At Projects Overland, impact is measured not just in numbers, but in lives transformed.

Our volunteers have supported schools, assisted in health facilities, empowered women’s groups, and helped communities access vital services.

“Volunteering with Projects Overland changed my perspective on development and community work.” – Volunteer

**7. GET INVOLVED**

There are many ways to support our mission:

**Volunteer**

Join one of our programs and contribute your skills.

**Intern**

Gain hands-on experience in development projects.

**Partner**

Work with us as an institution, NGO, or corporate partner.

**Donate**

Support our projects financially and help us reach more communities.

**8. CONTACT US**

We’d love to hear from you.

Email: [info@projectsoverland.org](mailto:info@projectsoverland.org)  
Phone: +254 XXX XXX XXX  
WhatsApp: +254 XXX XXX XXX

Follow us on:  
Facebook | Instagram | LinkedIn | X

**9. FAQs (Starter Set)**

**How much does it cost to volunteer?**

Costs vary depending on program duration, location, and services included.

**Is accommodation provided?**

Yes, accommodation can be arranged for all participants.

**Is it safe?**

We prioritise safety and work only with trusted local partners.

**Do I need experience?**

Some programs require experience, others are open to beginners.

**Do I need to speak the local language?**

Basic English is sufficient for most programs.

**PART A: STRATEGIC PARTNERS TO APPROACH**

**1. European Universities (High-Value Academic Partners)**

These are ideal for:

* Sending interns
* Research placements
* Global health programs
* Study abroad / service learning

**United Kingdom**

* University of Manchester – Global Health
* University of Leeds – International Development
* University of Edinburgh – Medicine & Public Health
* University of Birmingham – Development Studies
* London School of Hygiene & Tropical Medicine (LSHTM)
* University of Sussex – IDS (Institute of Development Studies)

**Germany**

* Heidelberg University – Global Health
* Charité – Universitätsmedizin Berlin
* University of Freiburg – Public Health
* Humboldt University Berlin

**Netherlands**

* University of Amsterdam – Social Sciences
* Maastricht University – Global Health
* Erasmus University Rotterdam – Development Studies

**Scandinavia**

* University of Oslo – Global Health
* Karolinska Institute (Sweden)
* University of Copenhagen – Public Health

**France & Spain**

* Sciences Po (France) – Development
* University of Barcelona – Health Sciences
* Complutense University of Madrid

**2. African & East African Universities (Core Operational Partners)**

These are your **primary credibility anchors**.

**Kenya**

* University of Nairobi
* Kenyatta University
* Kabarak University (very relevant for you)
* Moi University
* Mount Kenya University
* Strathmore University
* Aga Khan University (Medical)

**Tanzania**

* University of Dar es Salaam
* Muhimbili University of Health and Allied Sciences (MUHAS)
* Tumaini University
* St. Augustine University of Tanzania

**Uganda (Regional)**

* Makerere University
* Mbarara University of Science & Technology

**3. Medical Colleges & Teaching Hospitals**

**Kenya**

* Kenyatta National Hospital
* Moi Teaching & Referral Hospital
* Aga Khan University Hospital
* Nairobi Hospital
* Kijabe Mission Hospital
* AMREF Training College

**Tanzania**

* Muhimbili National Hospital
* Kilimanjaro Christian Medical Centre (KCMC)
* Bugando Medical Centre
* Zanzibar Ministry of Health facilities

**4. NGOs & International Organisations**

These give **legitimacy + funding + projects**.

**International NGOs**

* AMREF Health Africa
* Save the Children
* Doctors Without Borders (MSF)
* PATH
* CARE International
* World Vision
* Plan International
* Red Cross / Red Crescent

**Regional / Local NGOs**

* Shining Hope for Communities (SHOFCO)
* Jamii Bora Trust
* Hand in Hand East Africa
* U-Tena Youth Organisation (Tanzania)
* Zanzibar Youth Empowerment Network

**5. Faith-Based & Community Institutions**

Very powerful in Africa:

* Catholic Diocese of Nairobi
* Anglican Church of Kenya
* Islamic Relief Worldwide
* World Vision Faith Partners
* Local mission hospitals & schools

**6. Corporate & CSR Partners**

For funding & sponsorships:

* Safaricom Foundation
* Equity Group Foundation
* KCB Foundation
* Absa Foundation
* Standard Chartered Foundation
* DHL Global Volunteering
* IBM Corporate Citizenship
* Google for Nonprofits

**PART B: SEO & DIGITAL MARKETING PLAN**

*(Volunteer NGO Model – East Africa)*

This is written like a **consultant’s strategy document**.

**PROJECTS OVERLAND – SEO & DIGITAL MARKETING STRATEGY**

**1. Marketing Objectives**

The primary objectives of the digital marketing strategy are:

1. Increase international visibility
2. Attract qualified volunteers and interns
3. Build institutional partnerships
4. Generate consistent organic leads
5. Establish thought leadership in African development

**2. Target Markets**

**Primary Markets**

* United Kingdom
* Germany
* Netherlands
* France
* United States
* Canada
* Australia

**Secondary Markets**

* Kenya
* Tanzania
* Uganda
* South Africa

**3. Core SEO Keywords (High-Intent)**

**Main Keywords**

* volunteer in Africa
* volunteer in Kenya
* medical volunteering Africa
* NGO internships Africa
* community development projects Africa
* global health internships

**Location Keywords**

* volunteer in Tanzania
* volunteer in Zanzibar
* medical internship Kenya
* teaching volunteer Africa

**Long-Tail Keywords (High Conversion)**

* affordable volunteering in Africa
* medical student volunteering Africa
* public health internships Africa
* gap year volunteering Africa

**4. On-Page SEO Strategy**

Each core page must include:

* Keyword in title tag
* Keyword in H1
* Meta description
* Internal links
* Optimised images (alt text)

Example:  
**Page:** Medical Programs  
**Target Keyword:** medical volunteering in Africa

**5. Content Marketing Plan (Blog)**

**Blog Categories**

* Volunteer stories
* Program updates
* Health & education articles
* Cultural guides
* Research insights

**Monthly Content Plan (Minimum)**

4 SEO articles per month:

* “Top 10 Medical Volunteer Opportunities in Africa”
* “What It’s Really Like to Volunteer in Kenya”
* “Public Health Challenges in East Africa”
* “How Volunteering Improves Your Career”

**6. Backlink & Authority Strategy**

**Link Sources**

* University websites
* NGO partner sites
* Study abroad portals
* Medium.com
* Dev.to
* ResearchGate
* Academia.edu

**Tactics**

* Guest blogging
* University MoUs with backlinks
* NGO partnership pages
* Press releases

**7. Social Media Strategy**

**Platforms**

* Instagram (main)
* LinkedIn (partnerships)
* TikTok (youth volunteers)
* Facebook (communities)
* YouTube (documentaries)

**Content Types**

* Volunteer testimonials
* Day-in-the-life videos
* Impact stories
* Reels from field
* Before/after stories

**8. Conversion Funnel**

Traffic → Trust → Action

1. SEO blog brings traffic
2. Impact page builds trust
3. Program page explains value
4. Application form converts

**9. Email Marketing**

**Lead Magnets**

* Free “Volunteer in Africa Guide (PDF)”
* “Medical Internship Handbook”

**Email Sequence**

* Welcome email
* Program overview
* Testimonial
* Application reminder

**10. Paid Marketing (Optional)**

**Google Ads**

* medical volunteering Africa
* volunteer Kenya

**Meta Ads**

* Target 18–30 years
* Interests: travel, NGOs, medicine

**11. KPIs & Metrics**

Track monthly:

* Organic traffic
* Keyword rankings
* Applications
* Conversion rate
* Cost per lead
* Partner signups

**12. 6-Month Growth Projection (Realistic)**

With proper SEO:

* Month 1–2: Indexing & setup
* Month 3–4: 500–1,000 visits/month
* Month 5–6: 2,000–5,000 visits/month
* Year 1: 10,000+ monthly organic visitors