

Octopus Consulting & Insight | Website Review

General overview

Overall, your website is very strong. You lead with your values and guiding principles, and these are clear throughout every page of the site. I especially like the immediate spotlight on local solutions, gender-responsive programming, timeliness, and value for money on your homepage.

Your expertise is clear in areas such as market systems development, youth and women's empowerment, and quantitative and qualitative evaluation. However, there are opportunities to more prominently feature your health work throughout the website. As an outsider, I would not necessarily know from the current content that your firm does health-focused projects. I would be happy to help draft health content based on your past work and areas of expertise (health data collection, digital health data enhancement, health knowledge sharing, and women's reproductive health).

Specific suggestions

1. I would suggest adding a section or multiple sections on health to the "Services" page under "Subject Matter Expertise." In your email, you mentioned you'd like to highlight health data collection, digital health data enhancement, health knowledge sharing, and women's reproductive health. I would recommend adding two sections:

- a. One on **health data**, which would combine health data collection, digital health data enhancement, and health knowledge sharing. You could frame this work as end-to-end support, starting with the collection of data (especially using digital tools/platforms) → data cleaning, quality, storage/management and optimization of data systems → data use for decision-making and information/knowledge-sharing among key stakeholders. Title options, depending on how you want to focus this section, could include:
 - i. Health data collection, quality, and use
 - ii. Health data for decision-making
 - iii. Health information systems
 - iv. Health information
- b. The second on **women's reproductive health**, which could also be expanded to include maternal and child health and/or family planning, depending on your services.

2. On the "About Us" page, under "Welcome to Octopus Consulting and Insight," you could:

- a. Add one bullet point to the list of areas of expertise, such as: **Global health, with a focus on women's reproductive health and health data**

b. Add two separate bullet points with titles corresponding to those suggested under Point #1 above

3. I would consider speaking to the interconnected (intersectoral) nature of the work you do; for example, empowering vulnerable populations including women and youth can be a critical component of strengthening access to and utilization of healthcare. There is a clear link to the new section you'll add on women's reproductive healthcare, which ties closely to your work empowering women and other vulnerable populations. For example, you could explain, either theoretically or using specific examples (where available and public), that a woman who is empowered to make decisions without requiring the permission of a husband or father has more agency to seek reproductive healthcare, make informed choices about prenatal care and childbirth, and encourage her family to adopt health-promoting behaviors. There are also various linkages between your health data expertise and other sectors to highlight, such as how the optimization of data systems can enable data disaggregation by gender, socioeconomic status, and other key demographic factors in order to promote equity. Referencing the intersectionality of your work could help weave health content into existing website content, and would also demonstrate the depth of your understanding and experience across various domains of development.

4. I would suggest adding a page (at the same site level as "Services" and "About Us") with examples of your past work. This page could link to any publicly available publications (reports, articles, abstracts, etc.), and summarize projects/assignments with no publicly available results, within the bounds of client confidentiality agreements. The page could be organized by theme (health, economic development, gender inclusion, etc.) or by country/region of work. This would be an opportunity to showcase your expertise in applying research methods to various technical areas and offer a closer look at your team's experience and skills.

There are some great specific project examples referenced in your blog articles. These types of examples could be further spotlighted on a "Past Work" page. This would be a great place to highlight your health work, as well as work in other areas. For reference, the following is a great specific example:

During a previous assignment in a highly volatile conflict zone in Masisi, a town in the North Kivu Province DRC, we were able to use the snowballing sampling strategy to gather primary data from project participants. In the snowballing strategy, at the end of a phone interview, the interviewee is asked for the contact information of another participant or key informant connected to the project. Just as a snowball rolling down a hill accumulates more volume as it rolls, we have successfully been able to access a number of program participants in highly insecure zones. ([The Challenges of Evaluating Humanitarian Programs](#))

5. I also believe there is an opportunity to add more personal "storytelling" elements where appropriate to differentiate Octopus Consulting & Insight from the competition, if desired. Your team's lived experience in the geographies where you work could be a competitive

advantage, as many other consulting firms may have work experience in the same areas but lack the deep contextual understanding formed through lived experience. This could be as simple as adding a few lines to the Team Octopus profiles on your passion for the work (e.g., “I am passionate about empowering communities in my home country and the greater West Africa region through economic development, gender inclusion, and access to quality healthcare because ____.”) It could also be more specific; for example, a personal anecdote in a blog article about why access to high-quality healthcare in remote areas makes a difference for families or how empowering marginalized communities can help a community prosper. Including a “human” element is often most compelling to readers. I have found this to be especially true when presenting statistics, which many people have difficulty relating to or conceptualizing in a tangible way.