

Analysis for the Domain Commercialization of Agrilinks

A Professional Readiness Experiential Program (PREP) Project Effort

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Wyatt Gard is an Operations and Supply Chain Management student at George Mason University graduating in 2025 and is a highly driven individual with a strong foundation in sales strategy, process optimization, and strategic problem solving. In one month, he will be relocating to Colorado to begin his career in tech sales, where he looks forward to leveraging his analytical strengths, interpersonal skills, and motivation to help organizations grow through effective technology solutions.

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Interested in being an Industry Participant and or PREP Sponsor? Please reach out to bngac@gmu.edu, Thanks!

---- Client Testimonial ----

“Because of their work with us throughout this course, I can confidently say that the GMU team’s client-centric approach, strong work ethic, and thoughtful solution recommendations had a meaningful impact on our organization. They were dedicated to fully understanding our challenges and consistently came prepared each week with clear progress updates, reflections on lessons learned, and insightful questions that helped guide the project forward. Their professionalism and proactive engagement allowed us to explore opportunities we had not previously considered. Most notably, they identified a way to transform what had been a liability into a strategic asset – without compromising the core ethos or mission of our business. Their contributions provided genuine value, and their approach set a high standard for future teams.”

- Marc Fain | Chef Revenue Officer | FWI

Introduction

Over a thirteen week engagement, our team worked with FedWriters to see if Agrilinks.org could become a sustainable and commercialized digital asset. Agrilinks, which was historically funded by USAID, acted as a public knowledge hub for global food security, agricultural development and solutions. After USAID shut down in January 2025, FedWriters took over Agrilinks and ResilienceLinks as leftover assets, taking on operational costs without the federal funding that had supported them.

This write-up outlines the business challenge, the analysis we conducted, the insights we found, and the strategic recommendations presented to our client. It shows our team's hands on consulting approach, data focused analysis, and cooperative partnership with FedWriters throughout the project.

Business Challenge

Following USAID's closure, FedWriters faced a unique opportunity. They gained ownership of two valuable digital assets with global recognition which were Agrilinks.org and ResilienceLinks.org. However, these platforms cost about \$2,000 each month to host, maintain, and secure. Without active programming, updated content, or outside funding, the domains remained inactive while racking up expenses. The main challenge we needed to tackle was: **Can Agrilinks be relaunched and repositioned as a profitable, self-sustaining asset that fits with FedWriters' mission and capabilities?**

Early in the project, we adjusted our focus to concentrate only on Agrilinks because we had limited access to ResilienceLinks. Our goal became to examine Agrilinks' past performance, user engagement, and digital strengths to find out if a viable commercialization strategy existed, and if so, to define what that strategy should look like.

Activities Done to Address the Business Challenge

A key part of our work was creating a detailed historical inventory of Agrilinks.org. The platform had been inactive since USAID shut down, and we initially lacked administrative access to the live domain. This meant our team had to piece together its past performance from scattered sources. We started by reviewing archived versions of Agrilinks using the Wayback Machine and testing web crawlers to recover the site's structure and content categories. While these methods helped us understand the site's general layout, they couldn't provide the data we needed to evaluate user engagement or historical traffic. This initial phase showed us the limits of publicly available archives and highlighted the necessity for direct access to analytics.

Once FedWriters' IT specialist gave us access to the historical Google Analytics 4 (GA4) account, we shifted the inventory process to a structured, data focused analysis. We gathered three years of performance data across various areas, including user activity, engagement time, event interactions, traffic sources, demographic trends, device usage, and user journeys through the site. The raw dataset included thousands of entries, which we cleaned, organized, and validated for accuracy. This enabled us to reconstruct how users engaged with Agrilinks before the shutdown and to pinpoint the factors behind its strongest growth periods.

A part of this work involved sorting the domain's vast content. Using the GA4 data, we counted the number of pages in major categories, like blog posts, events, activities, member pages, toolkits, and looked at their views, average engagement times, and activity at the page level. We discovered clear performance trends which included long form technical articles kept users engaged for three to five minutes, toolkit and resource pages led to more in depth multi page visits, and specific content attracted views long after it was published. In contrast, short form updates saw faster drop off rates. This suggested that the most valuable content for a relaunch would be substantial, informative, and resource oriented.

The inventory also helped us identify distinct audience segments and geographic patterns. The United States had the largest user base, with over 146,000 users, followed by India with more than 30,000, and notable groups across East and West Africa. This global reach showed that Agrilinks retained significant relevance within international development communities. Understanding where historical users originated from guided our later recommendations on partnership outreach, grant alignment, and potential revenue opportunities related to specific markets.

Another important result of the inventory was the reconstruction of user behavior flows. By looking at navigation paths, we found that 72 percent of users entered the site through organic search, often landing on evergreen technical articles. From there, many users explored related content or resource toolkits, showing clear patterns of exploration. About 38 percent clicked on recommended posts, which showed strong engagement with internal linking. However, drop offs were highest on short form news posts, highlighting the need to improve and update Agrilinks' knowledge assets during a relaunch.

To help FedWriters use this work long term, we provided the complete data inventory as a structured spreadsheet and visual dashboards summarizing main findings. We also created a cleaned list of past organizational users, universities, NGOs, research institutions, and government agencies, along with public contact information. This list is a useful tool for reconnecting with past partners and building a pipeline for future collaboration, sponsorship, and content contribution.

Results & The Positive Impact

With the inventory complete, we shifted our focus to understanding the broader landscape where Agrilinks operates. Our competitor review included Feed the Future, Food & Land Use Coalition, and Farmers.gov, which serve similar audiences. Although we couldn't access traffic and performance data for these sites, our qualitative evaluation showed important industry practices. These included data dashboards, organized resource libraries, easy navigation, and community-driven content. These insights pointed to opportunities for Agrilinks to improve its user experience and meet current digital expectations in agricultural resilience and development.

After gaining a clear understanding of Agrilinks' past performance and its competitive environment, we created a three part commercialization strategy that included ad

monetization, seeking grants and external funding, and reconnecting with past partners. Our ad revenue modeling examined three scenarios based on historical GA4 traffic: low RPM (Google AdSense), medium RPM (Mediavine), and high RPM (direct sponsorships). Depending on growth strategies and RPM performance, Agrilinks could earn between \$5,736 and \$17,208 each year. While ad revenue alone wouldn't cover monthly hosting costs immediately, it would help reduce them significantly and could be more effective as traffic increases after relaunch.

At the same time, we looked into mission aligned grant opportunities from organizations like FFAR, USDA NIFA, SARE, the AGCO Foundation, Gates Foundation, Walmart Spark Good, Innovia Foundation, and The Pollination Project. These grants closely align with Agrilinks' past mission areas, such as supporting farmers, sharing agricultural research, building sustainable food systems, and enhancing global resilience. Even one substantial grant could cover hosting costs for an entire year, support content development, or fund technical upgrades.

The third part involved reconnecting with previous organizational users. Using GA4 data, we put together a list of past institutional visitors, including NGOs, universities, government agencies, and research centers. This dataset, along with external contact information, provides a solid base for rebuilding partnerships, sponsorships, and collaborative content creation after the relaunch. Finally, we created a detailed 9 month implementation plan that outlines the technical improvements, relaunch sequence, monetization efforts, and partner outreach strategy needed to succeed. Our work created a strong, data supported case for relaunching Agrilinks. The domain's past analytics show an engaged, loyal audience and clear strengths in lasting content, organic search visibility, and broad international reach. The commercialization strategies we developed, along with ad revenue modeling, grant research, and partnership mapping, offer several ways to cover hosting costs and create new value for FedWriters.

By providing a complete historical inventory, a strategic market assessment, and a revenue roadmap, we gave FedWriters the clarity and structure needed to proceed confidently into the relaunch phase. This work has already reduced uncertainty, identified clear opportunities, and shown the realistic potential for Agrilinks to shift from a dormant asset to a sustainable and valuable digital resource.

Conclusion

Agrilinks has great potential as a renewed knowledge platform for food security and resilience initiatives. Its past success shows strong demand, lasting relevance, and a loyal user base. With a clear action plan that starts with a technical update and includes content restructuring, ad monetization, grant applications, and reconnecting with partners, FedWriters is set to relaunch Agrilinks as a self sustaining platform that generates revenue and has long term growth potential.

PREP Student Reflection

Throughout this PREP experience, our team had the chance to apply classroom concepts to a real client challenge. This pushed us to grow both professionally and personally. Working with FedWriters helped us see how data, strategy, and communication come together in a consulting

environment. We learned to navigate new challenges, change our approach when our project scope shifted, and work well together under real set deadlines.

This project improved our technical skills, especially in Google Analytics, data interpretation, and organizing large inventories. It also deepened our understanding of how to turn data into meaningful recommendations. As a team, we learned the importance of unity, accountability, and keeping our communication clear with both our clients and professor. Most importantly, this experience showed us what it's like to work as consultants. We learned to ask better questions, think critically, and present solutions that meet a client's goals. We left with greater confidence in our skills and a clearer sense of how to provide value in a professional setting.