**Website Worksheet**

**Part 1: The Basics**

Organization name: Click here to enter text.

Website URL: Click here to enter text.

**Part 2: Your Audience**

|  |  |  |  |
| --- | --- | --- | --- |
| Audience | What These Visitors Should Get Out of Visiting Your Site | | What Should These Visitors Be Able to Do Next? |
| Click here to enter text. | | Click here to enter text. | Click here to enter text. |
| Click here to enter text. | | Click here to enter text. | Click here to enter text. |
| Click here to enter text. | | Click here to enter text. | Click here to enter text. |
| Click here to enter text. | | Click here to enter text. | Click here to enter text. |

**Part 3: What You Need Your Site to Do**

For each of your audience groups, set a clear, simple goal you’d like to achieve through your nonprofit’s website. What do you want to accomplish with your website?

Click here to enter text.

**Part 4: Website Inspiration**

Describe what your organization does in 10 words or less.

Click here to enter text.

List 3 adjectives that describe your organization.

* Click here to enter text.
* Click here to enter text.
* Click here to enter text.

List some nonprofit websites you feel do a good job communicating their mission. What specifically do you like about them?   
Click here to enter text.

**Part 5: Why People Should Care About Your Organization**

Why me? (*How can you make your message personally relevant to your audience?*)

Click here to enter text.

Why now? (*What is the sense of urgency for someone to get involved, donate, or take another action?*)

Click here to enter text.

What for? (*What will happen if someone takes action through your organization?*)

Click here to enter text.

Who says? (*Who is your relatable messenger or source of credible authority?*)

Click here to enter text.

**Part 6: Every Page as a Home Page**

List items you plan to update on your home page that should also be update on other page of your site.

* Click here to enter text.
* Click here to enter text.

**Part 7: Testing**

Name 3 people who could help test your site.

* Click here to enter text.
* Click here to enter text.
* Click here to enter text.

What could be improved as identified through testing?

Click here to enter text.

**Part 8: Navigation**

What are the top 5 things a visitor might want to do on your site?

* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.

What elements are currently linked to your main navigation?

Click here to enter text.

**Part 9: Why Give? Page**

Outline an inspiring story that case as a result of generous giving.

Click here to enter text.

Be sure to list links to your full financial information and annual report, as well as rating or awards you have received.

**Part 10: Search Engine Optimization**

Test 1: Visit Google.com, enter your nonprofit’s name, and note the top 3 results.

* Click here to enter text.
* Click here to enter text.
* Click here to enter text.

Test 2: Think of a phrase someone might use to find an organization like yours (such as “Seattle food bank”) and perform another Google search using this phrase and note the top results. Does your organization appear in these results? Does your organization appear on the first page?

**Part 11: Contact Us Page**

Have you included the basic information on how to get in touch with someone at your organization? Is it accurate? Don’t forget to test your listed phone numbers and email addresses to confirm that they will take supporters to the right people.

**Part 12: Compelling Content**

List 3 ideas for stories you could tell about your organization, impact, beneficiaries, volunteers, or donors. Map these stories to where they might live on your website.

* Click here to enter text.
* Click here to enter text.
* Click here to enter text.

**Part 13: Track and Measure**

Find your website’s current baseline metrics for unique visitors and page views, as well as your top pages. Map which key metrics will help you quantify the goals you stated in the beginning of this worksheet.

Click here to enter text.

**Part 14: Examine Your Donation Page**

How many clicks does it take to get to a donation form after you click your “donate” button? Is this the same path visitors can take from every page of your website?

Click here to enter text.

Take a look at your donation page—how many opportunities do you have to leave the page without donating?

Click here to enter text.

What is your call to action?

Click here to enter text.

How many fields do you ask donors to fill out? What ways can you reduce or consolidate this?

Click here to enter text.

Write a one-sentence impact statement that you can include on your donation page. Make sure it answers why a donor should give \*right now.\*

Click here to enter text.

What donation page options could you offer that you don’t currently have available?

Click here to enter text.

List what amounts you currently offer on your donate page and note creative ways you could tie these amounts to tangible impact.

Click here to enter text.

If you plan to include an email opt-in box on your donation page, write a short statement that describes

why a donor would benefit from receiving your updates.