**Defining Your Website Purpose**

**Website Assessment**

**Organizational Goals**

What do you want to accomplish as an organization/nonprofit in the next 3, 6, and 12 months?

|  |  |  |
| --- | --- | --- |
| **3 MONTHS** | **6 MONTHS** | **12 MONTHS** |
|  |  |  |

**Marketing Goals**

What do you want to accomplish with your marketing in the next 3, 6, and 12 months?

|  |  |  |
| --- | --- | --- |
| **3 MONTHS** | **6 MONTHS** | **12 MONTHS** |
|  |  |  |

**Is your website doing what you need it to?**

* Yes
* No (If not, what do you need to do?)

**Assessment Table**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Current & Great** | **Current & Okay** | **Current & Needs Helps** | **Desperately Need** | **Would be Nice** | **Not Sure** | **Don’t Need** |
| **Hub** |  |  |  |  |  |  |  |
| **Ecommerce** |  |  |  |  |  |  |  |
| **Track User Experience** |  |  |  |  |  |  |  |
| **Open 24 Hours** |  |  |  |  |  |  |  |
| **Customer Service** |  |  |  |  |  |  |  |
| **Resource Hub** |  |  |  |  |  |  |  |
| **Management Tool** |  |  |  |  |  |  |  |
| **CRM** |  |  |  |  |  |  |  |

**Prioritize: Take the above list and rank them in order of importance and add a date.**

|  |  |  |
| --- | --- | --- |
| **Website Functionality** | **Priority** | **Date** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**What are you hearing?**

Are you repeating information to your staff, volunteers, board, and recipients? Could this information be added to or streamlined on your website to make it easier for people to find this information and to reinforce what you are telling them?

|  |
| --- |
|  |

**Final Assessment:** Select the best answer

* My website is doing what it needs to do
* My website is NOT doing what it needs to do, but we can work with what we have
* My website is NOT doing what we needs to do, and we need to start over

**Timeline**

What will you do in the next 30 days, 90 days, 6 months, 12 months, 2 years?

|  |  |
| --- | --- |
| **30 days** |  |
| **90 days** |  |
| **6 months** |  |
| **12 months** |  |
| **2 years** |  |

**UX Checklist**

**UX Checklist**

* Is your font size appropriate and readable across devices? **Y/N**
* Does your navigation make it easy to find something? (HINT: Ask someone who does not know your brand or website) **Y/N**
* Is there a clear call to action? **Y/N**
* Are your heading descriptive and easy to scan? **Y/N**
* Is your content organized based on your intended customer path? **Y/N**
* Is content easy to find? **Y/N**
* Is your mobile content finger friendly? **Y/N**
* Is your mobile site easy to navigate? **Y/N**
* Do the images on your website reflect your audience? **Y/N**
* Is your website secure? **Y/N**
* Does your website load quickly? **Y/N**

**Digital Experience Checklist**

Review your current digital marketing assets to inventory if your branding matches across each platform. Circle Y for Yes or N for No if that branding element does not match your brand. For anything that you mark N, list in your revision punch list.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Branding** | **Website** | **CRM** | **Donation Portal** | **Email Platform** | **Facebook** | **Instagram** | **LinkedIn** |
| **Message** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** |
| **Tagline** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** |
| **Logo** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** |
| **Font** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** |
| **Colors** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** |
| **Images & Texture** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** | **Y/N** |

**Revision Punch List**

List out below any branding elements that need to be updated to create a consistent user experience.



**How to Build a Keyword Strategy**

**1. Branded Keywords**

These are the keywords that represent your brand

|  |  |
| --- | --- |
| **Nonprofit name + indicators** |  |
| **Alternative nonprofit name(s)** |  |

**2. Strategy Keywords**

These are the keywords chosen by search volume and relevance

|  |  |
| --- | --- |
| **Keyword** | **Avg. Monthly Searches** (exact match only) |
|  |  |
|  |  |
|  |  |

**3. Variation Keywords**

These keywords are the descriptors that can be added to the strategy keywords for long-tail keywords.

1.(*Keyword*) Near Me

2.(*Keyword*) For Sale

3.(*Keyword*) Company

4.Best (*Keyword*)

5.Top (*Keyword*)