WHAT TO PUT ON

YOUR

website

A page-by-page website content checklist for nonprofits.

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take action

![MayeCreate Design logo]

CHECKLIST	YES	NO
Use this list to review or plan each page of your site		
List the items you want to improve		
Make your website AWESOME!		

you've got this!

Use this checklist to plan the site you deserve.

Ignore budget and technology hurdles for now. You can always scale back later. There are so many ways to accomplish your goals. But first you have to consider them possible.

Need to know how much it costs to custom build your website?

Online Website Quote Generator

Skip the sales pitch & jump straight to the numbers.

When it comes to websites, there are exceptions to every rule except one...

The Coffee Cup Rule

Your website should be as easy to use as a coffee cup.

No thinking required. Just pick it up, use it, set it back down, repeat.

A hard-to-use site causes you to lose valuable opportunities to make connections with supporters.

website wide

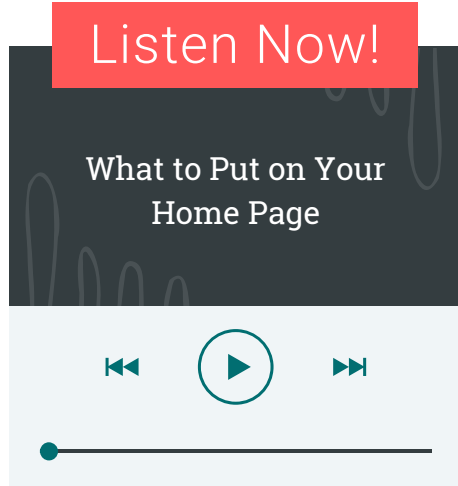| CHECKLIST	YES	NO
Don't use mobile navigation on desktop		
Resize images so they load quickly		
Design your site to be mobile friendly & ADA compliant		
Write content a 6th grader can understand		
Use dropdown menus to avoid overcrowding main nav		
Set up Google Analytics to monitor site traffic		
Include important contact information in the footer		
Share links to social media & your privacy policy		

CHECKLIST	YES	NO
Your logo and name		
Your mission in words a 6th grader can understand		
Explain who you serve		
What you do		
Establish why the work you do is needed		
Share testimonials if you have them		
Showcase an upcoming event		
Guide people to important info like donate, services etc.		
Share where you're located		
Authentic imagery		

goals

1. Tell visitors what you do in a few seconds.

2. Anticipate what people are looking for and help them find it without thinking.

3. Guide visitors where you want them to go.

Listen Now!

What to Put on Your Home Page

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CHECKLIST	YES	NO
Explain why you do what you do		
Share why you decided to start your organization		
Consider a timeline with milestones		
Discuss your impact & share statistics		
Encourage people to visit your donate page or volunteer		
Share testimonials or success stories if you have them		
Post staff photos, titles, names & contact info		
Include images of founders, staff and beneficiaries		
Show the vision of where you're headed in the future		
Share your goals as an organization		

goals

1 Small organizations might just share everything on one page.

2 Larger organizations may have separate pages for History, Staff and Board.

3 If people aren't aware of your cause consider including a page explaining what it is.

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services

CHECKLIST	YES	NO
Describe your service - shoot for around 500-800 words		
Include photos of real people receiving the service		
Encourage people to donate or volunteer		
Share testimonials and success stories if you have them		
Give contact information for service specific questions		
Include links to download brochures		
Provide links to intake forms		
Answer frequently asked questions		
Share processes applicants need to be aware of		

goals

1 Create a page for EACH of your services.

2 Consider creating a landing page or section for each of your target markets to make relevant information easy to find.

Testimonials

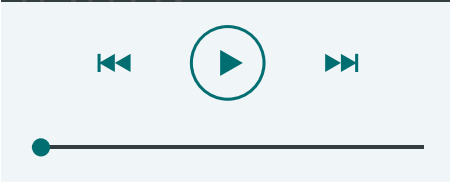| CHECKLIST	YES	NO
Testimonials should be added throughout the site		
You can group them on a page also		
Think like a shopping site - share testimonials in context		
Share photo, name, title, testimonial		
Try to keep testimonials short		
Video testimonials can add impact		
Get permission before posting		
Pull in Google Reviews with a plugin or widget		
Pull from thank you notes, emails, social posts		

goals

Testimonials work best when placed throughout your site to add value.

If Amazon grouped all the reviews for all their products on one page you'd abandon that page pronto. Add your testimonials in spots where they add value to the claims you're making about your services and impact.

Listen Now!

Tips for Getting Awesome Testimonials

blog/news

CHECKLIST	YES	NO
Share title, photo, description and a read more link		
If you're short on photos plan for a photo free page		
If your title is descriptive you don't need a description		
Add buttons at the bottom of the page for pagination		
Consider allowing visitors to sort news by category		
Plan categories before posting to keep news organized		
A search feature helps people find news quickly		
Consider sharing the publish date		
On individual news pages link to other similar articles		
When linking to news on other sites include an overview		

goals

Keep people up-to-date by sharing:

- ✔ New programs and partnerships
- ✔ Highlight staff and volunteers
- ✔ New research or legislation
- ✔ Event photos and recaps
- ✔ Success stories

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Ideas for your Blog, Newsletter, and Social Media

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events

CHECKLIST	YES	NO
Create a landing page that links to each event		
Format 6 + events per month in a calendar format		
If you only have a few events at a time format in a list		
Each event should have its own page		
Each event page needs a clear title, date, time & location		
Add a sign up or RSVP form		
Share event descriptions, agenda and dress code		
Link to fliers or external sites for signup forms		
Include who to contact for information or to sponsor		
Share testimonial and photos from past events		

goals

1 If you have long-standing annual events, always use the same page to promote them so when it shows up in a Google search, it always has the right date!

2 For recurring events like meetings or classes that don't require sign up, a Google Calendar embed may be ideal.
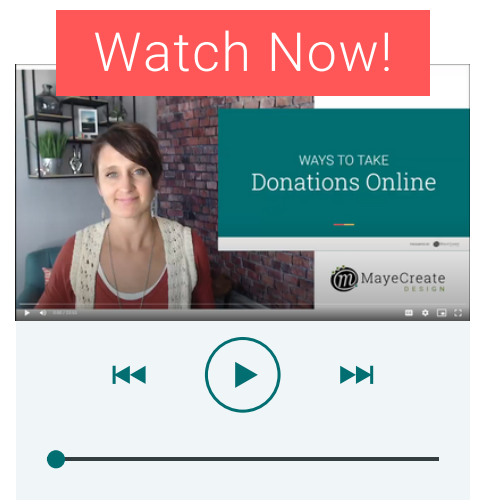
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Do's and Don'ts of an Events Section

⏮ ▶ ⏭
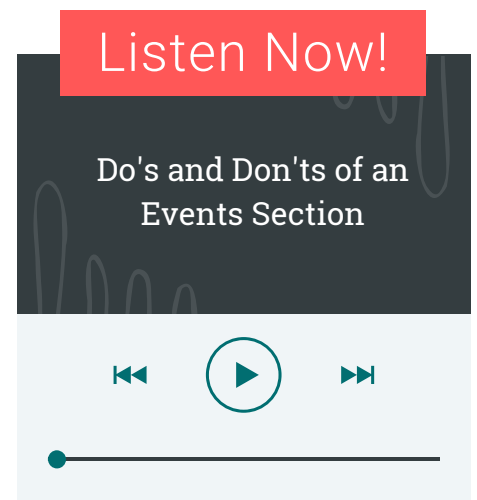
donate

CHECKLIST	YES	NO
Include a donate button on your MAIN navigation		
Don't hide your donate button in a dropdown menu		
Suggest donation amounts and allow for any amount		
Share what certain levels of donations would do		
Allow donors to choose a specific cause or program		
Decide if you would like to accept recurring donations		
Ask donors to cover the credit card fees		
Send an immediate thank you email and receipt		
Make sure your donation page matches your brand		
Link to your volunteer page or needs list		

goals

1 You might have a donate page that shares all the ways people can donate and then a separate page that intakes online donations.

2 A mobile-friendly donate page is a must. Test your donate page on your phone to make sure it's easy to use. If it's not easy for you, it's not easy for your donors!

Watch Now!

WAYS TO TAKE
Donations Online

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CHECKLIST	YES	NO
Location map		
Link to driving directions		
Physical address		
P.O. Box		
Link to your email		
Email form		
Important phone numbers		
Hours of operation		
If you're hard to find include a photo of your location		
Fax number		

goals

1 If they often call in for a specific department with a different number than your direct line, then include the number and email.

2 Consider adding a reason for contacting to your email form, such as volunteer interest or service type, so you know who to direct the inquiries to within your team.

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need a second opinion?

We can take a look.

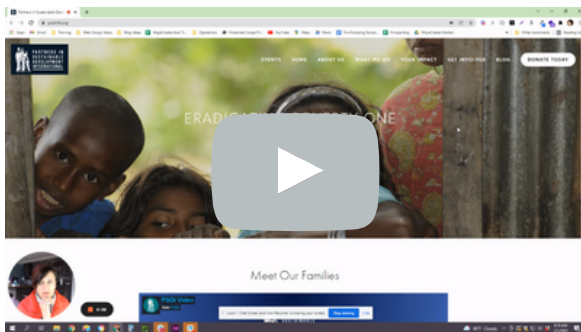**Get a Free Video Review of Your Website.**

Convince your boss (or just yourself) that
your website concerns are valid.

Or maybe find out your site is a-okay.

♡ REQUEST A
REVIEW

It feels like free consulting because it is.
See for yourself...

"

Thanks again for the review, for your
kindness in pointing out the positives
and your careful and gentle explanations
of where we need to improve. I will be
sharing this with our team!"

Linda Gregersen
Zambia Mission Fund