KILLER NONPROFIT WEBSITE CONTENT CHECKLIST

HIGHLIGHTS AND CLIFFSNOTES OF THE
KILLER NONPROFIT WEBSITE CONTENT STRATEGY

Congratulations on downloading the Killer Nonprofit Website Content Checklist! This checklist was created specifically for nonprofit organizations that are seeking to advance and continually improve the substance and presence of their website. But, <u>most importantly</u>, this checklist is designed to help you create a more effective, intentional web presence than ever before.

1

TACTIC 1: SURVEY YOUR WEBSITE

- Learn about the difference between static and dynamic content.

- Organize your website into sections.

- Make a list of pages that need to be added or deleted.

- Understand your goals and assess whether or not your website is designed to meet them.

TACTIC 2: PERFECT STATIC CONTENT

- Determine who your audience really is.

- List the pages on your website that contain static content.

- Assess whether or not you are speaking to that audience and what your content is intended to direct them to do.

- Find great pictures, graphics and media to go with your static content.

- Proofread and refine your static content.

- Create an update schedule for each page containing static content, defining how often you will review it for changes and updates.

TACTIC 3: SCHEDULE DYNAMIC CONTENT

- List the pages that contain dynamic content.

- Install or embed systems to power that content and make it easier to update and archive it.

- Explore the multiple ways you can use blogs to power dynamic content.

- Adapt a habit of always posting dynamic content to your website first, then to social media, linking back to your site.

- Create a schedule for updating the various forms of dynamic content on a regular basis.

TACTIC 4: PLAN SOCIAL SHARING & SYNDICATION

- Decide on what social media networks you will use to connect with your audience.

- Plan specific goals for each social network based on the environment and usage of each network.

- Determine what kind of content will attract the right audience and provoke the right response to help meet your objectives.

- Customize your social networks to reflect your most current brand and messaging.

TACTIC 5: DETERMINE WRITTEN CONTENT, PHOTOGRAPHY & MEDIA SOURCES

- Determine your source for written content.

- Determine your source for photography, images and graphics.

- Determine your source for audio and video content.

- Decide on and open accounts with media hosting networks such as Vimeo, YouTube and Soundcloud.

- Learn how to embed hosted media onto your web pages.

3

TACTIC 6: MARKET YOUR MESSAGE

- Download the Nonprofit Internet Marketing Manual (for free).

- Learn about search engine optimization.

- Learn about pay-per-click advertising.

- Learn about social marketing.

- Learn about e-mail marketing.

- Learn about conversion optimization.

TACTIC 7: SCHEDULE E-MAIL UPDATE

- Plan your e-mail update schedule.

- Choose a mass e-mail service provider.

- Design your e-mail template.

- Determine what parts of your website will provide content for each section of your website.

TACTIC 8: MEASURE RESULTS

- Make a list of the goals you want to measure.

- Determine how those goals will be measured.

- Determine how often those goals should be measured.

- Develop a plan to reach those goals online.

- Determine how much effort, time and/or money it will take to achieve your goals.

- Determine what knowledge you need to attain to reach and measure your goals.

- Learn to read your web statistics and find supporting data to help you adjust your strategy to better meet your goals.

4

TACTIC 9: GET HELP BUILDING, ADVANCING, AND MARKETING YOUR NONPROFIT WEBSITE

- Contact nonprofitwebsites.com for your Nonprofit Website Blueprint.

- Learn about our website planning, design, development, maintenance and marketing programs designed to help nonprofits grow and attract donors, volunteers, members and clients.

Want our FULL planning guide with detailed explanations and companion videos? Go to http://www.nonprofitwebsites.com now and access our Nonprofit Website Planning Guide.

NONPROFIT WEBSITES