

WEB TRENDS EVALUATION

An engaging website is a critical tool for your organization. When your website is healthy and working well, your advocates are energized, better able to share about your organization, and able to be more generous in their support. That's definitely a good thing. When your website isn't working...well, let's just say it can be a real pain.

It can be tricky to get your website to a healthy place. When so many people are involved, things can get complicated. This quick quiz will help you assess if your website is where it needs to be...or if you need some help.

1. Does your website have a clear primary and secondary audience? If you do, you know it and they can feel it. There's no confusion about who the site is built for.

- a. Yup; we're good to go.
Our #1 audience is _____, and
our #2 audience is _____.
- b. Um; not sure. Depends on who you ask.
- c. Nope; we've got too many audiences in mind.

2. Is your website connected to all your systems? Do you know what visitors are doing on your site? If so, you can almost predict users' actions, and you share that information appropriately with all your teams.

- a. You bet. We've connected our website with our donor database, CRM, forms, HR systems, email system, social media and more.
- b. Kinda. We've connected a few systems.
- c. No. Maybe we'll look into that.

3. Is your website accessible to all? Can it be seen and heard by everyone? You want everyone to be—and feel—welcome.

- a. Yes, indeed. We've kept up on ADA and WCAG compliance.
- b. I think we did something at one point.
- c. What's WCAG accessibility?

4. Is your website content rich? Do you have a beautiful content strategy, coordinated calendars, and are you regularly feeding it with new written and video content?

- a. You said it. We're killing the content game.
- b. Sometimes we write things, sometimes we don't.
- c. We really should be telling our story.

5. Does your website have a clear owner? If it does, it's not a place where lots of different people are posting lots of different things.

- a. Yup; their name is _____.
- b. We did, but I think that changed.
- c. Our site is more like a big committee meeting threw up online...all their notes.

Your Score:

Total the amount of A's, B's and C's you scored, then multiply by the amount of points.

A's _____ x 5 pts = _____

B's _____ x 3 pts = _____

C's _____ x 1 pt = _____

TOTAL PTS = _____

Score Key:

19+ pts:

Sounds like your organization has got it together. You're staying on top of website trends and keeping a solid footing online. Go get 'em, tiger.

13-18 pts:

Looks like you're on a good path, but you could pay a little more attention to your website and how it's operating. Consider talking to an expert about ideas to move forward.

5-12 pts:

Ouch. You may want to get some help... stat. We know some folks that may be a good fit to help you out, if you need some recommendations.

**How can we help you do
the Most Good Possible?**

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