

Does Your Website Work as Hard as You Do?

Use this Checklist to Find Out.

Is your website silently preventing your nonprofit or business from reaching its potential? That's an important question! Organizations will invest thousands (or more) a year on marketing while failing to address one of the biggest issues standing between them and success: A website that's working against them, whether they realize it or not.

The right website will be your biggest supporter, serving as a launchpad for your goals and a powerful way to engage—and keep—customers and stakeholders. Is your website up to the task? Use this checklist to determine whether it's working as hard as you do, or if it's time for a refresh.

7 Signs of a Hardworking *(aka Effective)* Website

- [ ] **It's Visually Appealing.**

  To people outside your organization, the appearance of your site speaks volumes. A clean, polished design echoes your professionalism and trustworthiness. One that appears outdated or even a little rough around the edges is likely to send visitors packing. (Bonus tip: High-resolution photos are a difference-maker, while low-quality photos can make any site look messy).

- [ ] **It's Easy to Navigate.**

  A successful website makes finding what you're looking for feel intuitive and simple. Clutter and complexity aren't just frustrating,it prevents people from accessing the pages and information you want them to.

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It Plays Well with Smartphones.

Today, the majority of browsing happens in the palm of our hands. Mobile optimization is a must. Your site needs to look and perform just as well on a phone screen as it does on a desktop.

It Inspires (and Empowers) Action.

The presence of clear calls to action is Marketing 101, and your website is no different. Every page should contain prominent CTAs that guide visitors to the next link in the chain, such as visiting your blog or making an online purchase or donation. Meanwhile, the right functionality, such as online payment processing and event registration, allows users to act without ever leaving your site.

It Tells Your Story.

No call to action can stand on its own. From compelling photos and imagery to persuasive headlines and copy, your site should be loaded with elements that tell your brand story and spark audience engagement.

It's Enhanced for SEO.

It's not enough to bring people to your site via digital channels (like ads and social) and word of mouth. They need to be able to find you when they search your industry on Google. A basic audit for Search Engine Optimization (SEO) can increase your site traffic by making you more visible to all internet users.

It's Kept Current.

Few things will send visitors running for the hills faster than a website that appears neglected or inactive. An active blog, news section or current events calendar are powerful engagement and storytelling tools,and they show your audience that your organization is alive and thriving—and therefore worthy of their trust and attention. Investing in your website could be one of the most "worth it" decisions your nonprofit or business makes all year (and beyond). It's time to stop letting your website hold you back and start turning it into one of your biggest supporters.

Need help?

Contact Firespring at **hello@firespring.com**, call us toll-free at 888-388.3778 or visit us at **firespring.com**.