



**School's Out™
Washington**



thecpin.com

Collaborative Partners Initiative

**Strengthening
Programs.
Empowering
Youth.**



April 2023



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Website Fundamentals for Non-Profit Organizations

April 20th, 2023

April 2023



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Lead Instructor

Connor Talbott - Website Developer & Search Engine Optimizer

User Experience Instructor

Winston Smith - Front End Developer & Search Engine Optimizer

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Agenda

- 1) Identify Your Objectives and Goals**
- 2) Understand Your Target Audience**
- 3) Using Your Website to Achieve Your Objective by Targeting Your Audience**

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Identify Your Objectives and Goals

1. Providing goods or services to the community
2. Advocacy and activism
3. Research and development
4. Public education and awareness
5. Cultural preservation
6. Relief and disaster response



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How Do You Achieve Your Objective/Goals?

1. Get new clients/customers
2. Recieve grant money
3. Do fundraising
4. Find volunteers
5. Partnerships/collaborations
6. Advocacy/lobbying

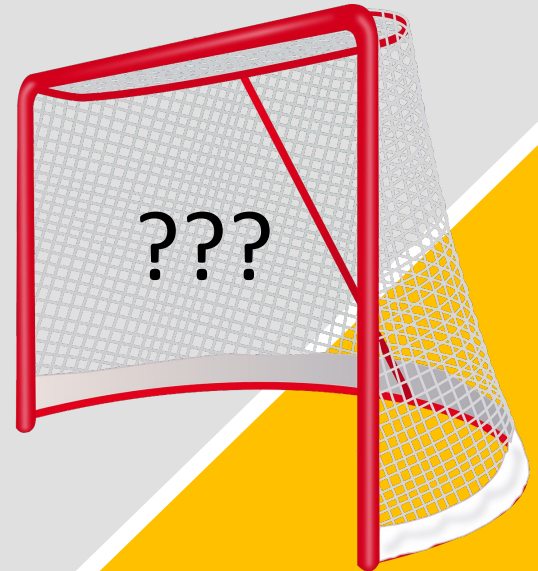


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**In Order To Achieve Your
Objectives/Goals You
Must First...**



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...Understand Your Target Audience!!!



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Agenda

- 1) Identify Your Objectives and Goals
- 2) Understand Your Target Audience**
- 3) Using Your Website to Achieve Your Objective by Targeting Your Audience

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Understanding Your Target Audience



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What do they get out of it?

Why do they want to be involved?



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Does your target audience want to...

- Feel good about helping
- Improve their community
- Build their resume
- Get leadership experience
- Required by law
- Network
- Have fun
- Make money
- Give money



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Agenda

- 1) Identify Your Objectives and Goals
- 2) Understand Your Target Audience
- 3) **Using Your Website to Achieve Your Objective by Targeting Your Audience**

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**By understanding your
objective and target
audience you can craft a
compelling message for
your website and
marketing.**

For Example



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Let's say your objective/goal is to provide scholarships for students by having a fall festival fundraiser and you are looking for volunteers.

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You are Trying to Find a Way to Word This on Your Website

Objective: Raise money for scholarships with a fall festival

Target Audience: Volunteers

What do Your Volunteers get out of it:

1. Have fun
2. Help students



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The Do-not ways of saying it:



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-  **Volunteer for Our Fall Festival to Raise Money for Student Scholarships**
-  **Raise Money for Student Scholarships by Volunteering at Our Fall Festival**

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The Must-do ways of saying it:



Be a Part of Something Meaningful and Enjoy the Experience: Volunteer at our Fall Festival and Help Students Reach their Dreams!



Have Fun Being a Changemaker, Volunteer for our Scholarship Fundraising Festival and Help Make Education Accessible to All!

Shortly, I will show you how to quickly create such content.



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Using Your Website to Achieve Your Objective by Targeting Your Audience

Agenda:

1. Lawful requirements
2. User experience (UX)
3. Content strategy
4. Marketing channels



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Lawful, Must-Do, Requirements of a Non-Profit Website



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- Mission statement
- Contact information
- Board of Directors
- Financial information
- Donor information
- Privacy policy
- Accessibility
- Registration
- Fundraising disclosures

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(US) Lawful Requirements: Mission Statement



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The website must include a clear and concise mission statement that describes the non-profit's purpose and activities.

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(US) Lawful Requirements: Contact Information



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The website must provide contact information for the non-profit, including its address, phone number, and email address.

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(US) Lawful Requirements: Board of Directors



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The website must list the names and contact information of the non-profit's board of directors.

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(US) Lawful Requirements: Financial Information



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The website must include the non-profit's most recent Form 990, which is a tax document that provides information about the organization's finances, including its income, expenses, and assets.

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(US) Lawful Requirements: Donor Information



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If the non-profit accepts donations, the website must include information about how donors can contribute and how their contributions will be used.

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(US) Lawful Requirements: Privacy Policy



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The website must have a privacy policy that explains how it collects, uses, and protects personal information about its visitors.

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(US) Lawful Requirements: Accessibility



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The website must be accessible to individuals with disabilities in compliance with the Americans with Disabilities Act (ADA).

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(WA) Lawful Requirements: Registration



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Non-profit organizations in Washington State are required to register with the Secretary of State's office. This includes providing information about the organization's name, purpose, board members, and other details. It is important to make sure that your organization's website includes accurate and up-to-date information about its registration status.

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(WA) Lawful Requirements: Fundraising Disclosures



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Non-profit organizations that solicit donations through their websites must comply with Washington State's Charitable Solicitations Act. This includes providing certain disclosures about the organization's purpose, how donations will be used, and whether any part of the donation will be used for fundraising expenses.

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Using Your Website to Achieve Your Objective by Targeting Your Audience

Agenda for part 3:

1. Lawful requirements
- 2. User experience (UX)**
3. Marketing channels
4. Content strategy



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Website Design Fundamentals

User Experience (UX)



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What is User Experience?



Good UX can increase user satisfaction, engagement, sharing, and loyalty



Poor UX can lead to frustration, abandonment, and negative reviews

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Website Design Fundamentals

User Experience (UX)

Goal: Eliminate Uncertainty



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Website Design Fundamentals

User Experience (UX)



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5 Second Rule

- Location
- Main Service
- User Benefits

A screenshot of the Timeless Moving website homepage. The page has a blue header with contact information: "Call Today 817-583-5481" and "Timelessmovingtx@gmail.com". The main content area features the "TIMELESS MOVING" logo, a navigation menu (Home, Services, Contact Us, About Us, Pricing Menu), and a large central banner. The banner is enclosed in a red rectangular border and contains the text "TIMELESS MOVING Your Local Moving Company In Dallas-Fort Worth PROFESSIONAL TEXAS MOVING SERVICE". Below this text are two buttons: "Get Your Free Moving Quote Today" (blue) and "How it works?" (white). To the right of the text is an image of a white moving truck. At the bottom of the banner area, it says "8 Years of Trusted Experience in Professional Moving".

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Website Design Fundamentals

User Experience (UX)



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Call-to-Action

- Drive users to where you want them to go
- High contrast buttons stand out
- Use descriptive text

The screenshot shows a website for a moving company. The main heading is "TIMELESS MOVING" in large blue letters. Below it, the text reads "Your Local Moving Company In Dallas-Fort Worth" in a dark grey font. Underneath, it says "PROFESSIONAL TEXAS MOVING SERVICE" in blue. On the right side, there is a partial view of a white moving truck. At the bottom, there are two buttons: a blue button with white text that says "Get Your Free Moving Quote Today!" and a white button with a black border and black text that says "How it works?". A red rectangular box highlights both of these buttons.

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Website Design Fundamentals User Experience (UX)

Walk users through your process



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Here's how it works



Select

Choose from 800+ top-quality blank products.



Design

Upload a file or create in our easy-to-use Mockup Generator.



Publish

Connect to the world's most popular marketplaces.



Earn

You set the margin and enjoy the profits while we deliver.

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Website Design Fundamentals

Demonstrate EEAT

- **Experience**
- **Expertise**
- **Authoritativeness**
- **Trustworthiness**

These help eliminate uncertainty.



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Website Design Fundamentals

Demonstrate **EEAT**

1. Add customer reviews & number of reviews with stars



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Google
★★★★★
EXCELLENT
Based on **45 reviews**

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Website Design Fundamentals

Demonstrate EEAT

1. Add customer reviews & number of reviews with stars
2. Add number of years in business

The screenshot shows a website header for "School's Out Washington" with a logo. Below the header is a grey banner for "thecpin.com Collaborative Partners Initiative" with a logo. A central white box with a blue border contains the text "8 Years of Trusted Experience in Professional Moving" in a red-bordered box. Below this are three icons: a hand truck with a box labeled "Heavy Item Experts", a person packing a box labeled "Prep Made Easy", and a stack of boxes with a clock labeled "Quality Service Guaranteed". The bottom right corner of the page is a yellow triangle with the text "April 2023".

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8 Years of Trusted Experience in Professional Moving

Heavy Item Experts Prep Made Easy Quality Service Guaranteed

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Website Design Fundamentals

Demonstrate **EEAT**

1. Add customer reviews & number of reviews with stars
2. Add number of years in business
3. Add badges to your website



Website Design Fundamentals

Demonstrate EEAT

1. Add customer reviews & number of reviews with stars
2. Add number of years in business
3. Add badges to your website
4. Add other clients you have worked with in the past



The graphic illustrates a website header and a client list badge. The header features the 'School's Out Washington' logo and the 'thecpin.com' logo with the text 'Collaborative Partners Initiative'. Below the header is a badge that reads 'Trusted by teams worldwide as THE home of practical, repeatable conversion copywriting' and lists various client logos including Google, Entrepreneur, INTERCOM, Inc., foundr, E@FIRE, CXL, mailchimp, stripe, thinkific, HubSpot, unbounce, customerio, litmus, and shopify.

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Trusted by teams worldwide as THE home of practical, repeatable conversion copywriting

Google Entrepreneur INTERCOM **Inc.** foundr
E@FIRE **CXL** mailchimp **stripe** thinkific
HubSpot unbounce customerio litmus **shopify**

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Website Design Fundamentals

Demonstrate **EEAT**



1. Add customer reviews & number of reviews with stars
2. Add number of years in business
3. Add badges to your website
4. Add other clients you have worked with in the past
5. Add impressive numbers to your website

The collage features the School's Out Washington logo at the top left, thecpin.com logo with the tagline 'Collaborative Partners Initiative' in the middle, and a statistics section at the bottom right. The statistics section is titled 'Numbers that seal the deal' and includes three items: '120+ Clients Served' with a party popper icon, '790+ SEO Reports' with a crown icon, and '30+ Websites Built' with a laptop icon. The date 'April 2023' is displayed in a yellow triangle at the bottom right.

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 **thecpin.com**
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Numbers that seal the deal

 120+ Clients Served	 790+ SEO Reports	 30+ Websites Built
--	---	---

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Website Design Fundamentals

Highlighting Your Deliverables

- Donations Raised
- Audience Views/Reach
- Services Offered

Keep your target audience and their benefit in mind.



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Website Design Fundamentals

Clear Navigation

**Don't Overwhelm Site Users
(less is more)**



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Website Design Fundamentals Clear Navigation

Which one looks best to you?

The screenshot shows the American Red Cross website homepage. At the top, there is a navigation bar with links for 'Donate', 'Give Blood', 'Training & Certification', 'Volunteer', 'About Us', and 'Get Help'. The main content area is divided into three sections. The top section features a large image of people working on a brick building, with the headline 'You Can Make a Difference' and a sub-headline 'Your financial gift helps people affected by disasters big and small'. Below this is a 'DONATE NOW' button. The middle section is titled 'Immediate Need for Blood & Platelet Donors' and includes a call to action 'Come to give by April 23 for an exclusive American Red Cross and PEANUTS® T-shirt, while supplies last.' It features an image of two women in Red Cross shirts and a 'MAKE AN APPOINTMENT' button. The bottom section is titled 'Be the Help Until Help Arrives' and features an image of a woman and a man under an umbrella, with a 'SIGN UP TODAY' button. At the very bottom, there is a footer with the text 'The Red Cross Mission At Work' and a small note about the latest news.

The screenshot shows the Habitat for Humanity website homepage. The top navigation bar includes 'Volunteer', 'Advocate', 'Support', 'Blog', 'Our work', 'Housing Help', and 'About'. The main content area is divided into several sections. The top section has a blue background with the headline 'home is the key' and 'discover inspirational stories and videos'. It features an image of a house and a 'Tour our interactive Home is the Key feature' button. Below this is a section with a house icon and the headline 'We build strength, stability and self-reliance through shelter.' The middle section is titled 'Find your local Habitat' and includes a search bar with 'ZIP code' and 'Search now' buttons. The bottom section is titled 'Donate' and includes a 'Donate' button. On the right side, there is a quote from Habitat CEO Jonathan Beckford: 'All of us at Habitat for Humanity are lifting up President Carter, Mrs. Carter and their family.' Below this is a 'Habitat CEO's statement on President Carter's health' section with a 'Read more' button. At the bottom, there is a 'Subscribe' section with an email address field and a 'Subscribe' button. The footer includes the text 'Habitat features'.

The screenshot shows the Doctors Without Borders website homepage. The top navigation bar includes 'Our Work', 'About Us', 'Latest', 'Get Involved', and 'DONATE'. The main content area is divided into several sections. The top section features a large image of a stethoscope and a hand holding a pulse oximeter, with the headline 'Sudan: Civilians wounded amid intense fighting'. Below this is a 'DONATE NOW' button. The middle section is titled 'We provide independent, impartial medical humanitarian assistance to the people who need it most.' and includes a 'LEARN MORE ABOUT WHAT WE DO' button. On the right side, there is a section titled 'Our reach' and 'How we use funds' with a '72+' icon and the text 'Countries and territories are home to our medical humanitarian projects'. Below this is a '12,592,800' icon and the text 'Medical consultations were conducted by our humanitarian teams'. At the bottom, there is a '1,044,000' icon and the text 'Patients admitted to MSF hospitals or clinics around the world'.

Website Design Fundamentals Clear Navigation

Which one looks best to you?

The screenshot shows the St. Jude Children's Research Hospital website. At the top, there is a navigation bar with links for 'About Us', 'Care & Treatment', 'Research', 'Training', 'Get Involved', and 'Ways to Give'. A large hero image features a doctor and a child, with the text 'Finding cures. Saving children.' Below this, there are three main call-to-action buttons: 'Patient Referrals', 'Explore Our Research', and 'Give to our mission.' The 'Give to our mission.' button is highlighted in red. Below these buttons, there is a section for 'Covid-19 updates and information' and a grid of featured content including 'Meet Levi', 'Advancing cures', 'Investigator insights: Lily Guenther, MD', 'Explore St. Jude Inspire', 'St. Jude On T Cells: Immunity', 'Shop Mother's Day gifts', and 'Reaching the world'.

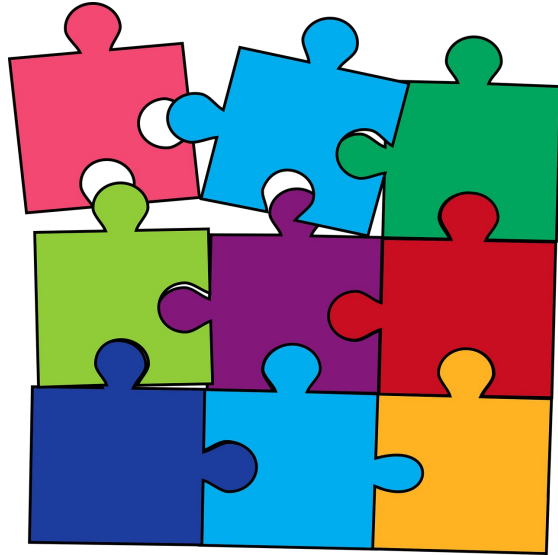
The screenshot shows the Diverse Choose website. The top navigation bar includes 'Find a classroom to support', 'TEACHERS: Don't Search', 'About us', and 'Sign in'. The main header features a large image of a child playing with blocks, with the text 'Support a classroom. Build a future.' and a sub-headline 'Teachers and students need your support more than ever. Get crayons, books, cleaning supplies, technology, and more to help students get back to learning.' Below this, there is a search bar for 'Nearby projects' and a list of three project cards: 'Inclusion Books', 'Math & Manipulatives', and 'Making Inclusion Resources in 10 Languages: Google & iPad SEI'. At the bottom, there is a map titled 'Support a teacher near you!' with a call to action 'View map of requests'.

The screenshot shows the Sierra Club website. The top navigation bar includes 'About Us', 'Explore Issues', 'Take Action', 'Get Outside', and 'Donate'. The main header features a large image of people protesting, with the text 'Together, We Are Powerful' and a sub-headline 'This country belongs to all of us. Together, we can help deepen the movement for a healthy planet, safe communities, and a democracy that works for everyone.' Below this, there is a 'Donate' button and a section for 'Happening now' with three featured articles: 'Big DPV: Willow Project Just Got Approved, But Our Work Isn't Over', 'A Battle for the Future of the Great Lakes', and 'Why Earth Month is a Great Excuse to Try Eco-Hypnotherapy and Other Ideas Outside the Nonrecyclable Box'. At the bottom, there is a section for 'Earth Month Is Here!' with a call to action 'Learn More' and 'Find an Event'.

Website Design Fundamentals

Building out Service or Product Pages

Putting the pieces together.



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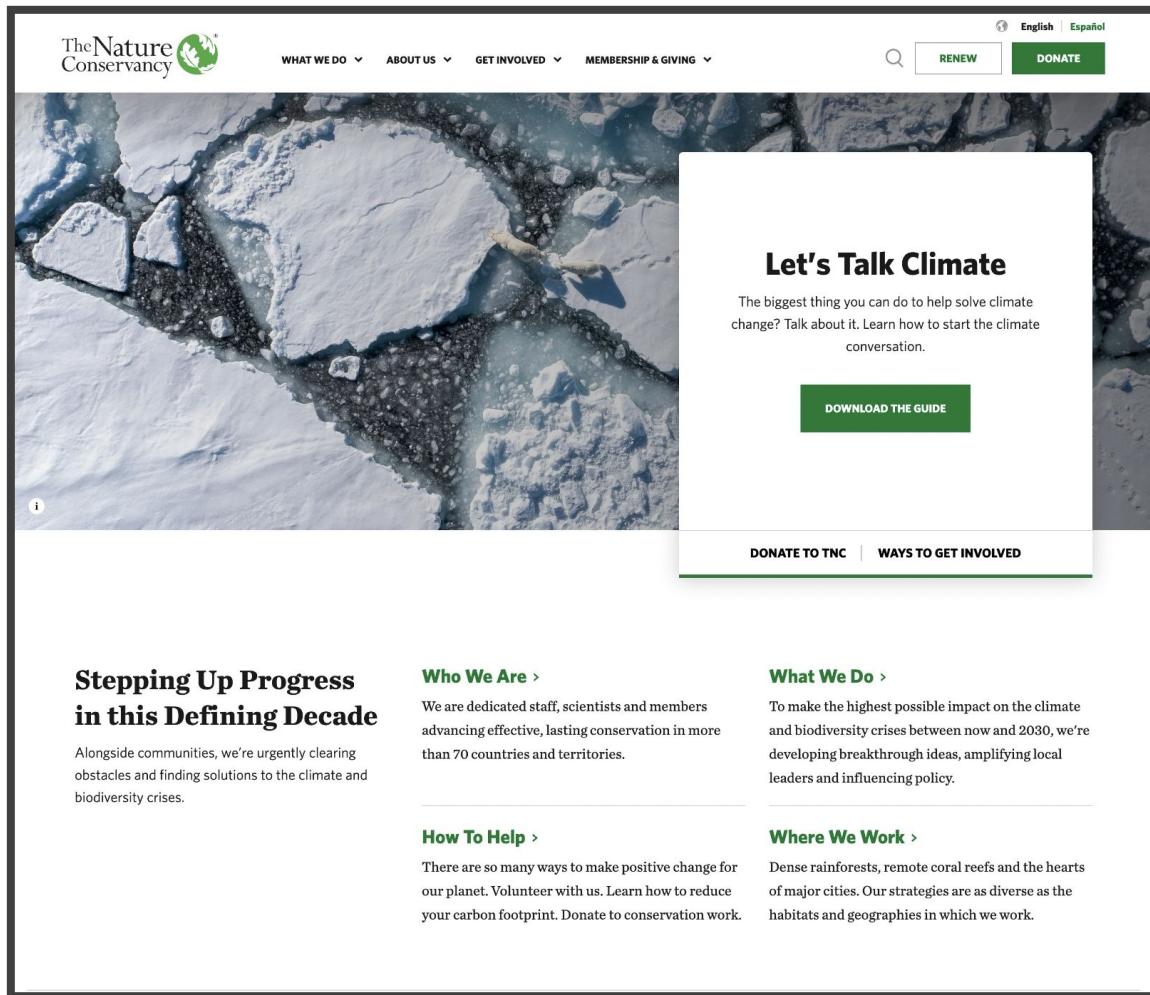
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Website Design Fundamentals Building out Service or Product Pages

The Nature Conservancy

[Website Link](#)



The screenshot displays the website's header with the logo, navigation menu, and language options. The main content area features a large background image of melting ice and a white callout box with a green button. Below this is a navigation bar with two links. The lower section contains four columns of text, each with a heading and a brief description.

The Nature Conservancy  [WHAT WE DO](#) [ABOUT US](#) [GET INVOLVED](#) [MEMBERSHIP & GIVING](#) [English](#) [Español](#)

Let's Talk Climate

The biggest thing you can do to help solve climate change? Talk about it. Learn how to start the climate conversation.

[DOWNLOAD THE GUIDE](#)

[DONATE TO TNC](#) | [WAYS TO GET INVOLVED](#)

Stepping Up Progress in this Defining Decade

Alongside communities, we're urgently clearing obstacles and finding solutions to the climate and biodiversity crises.

Who We Are >

We are dedicated staff, scientists and members advancing effective, lasting conservation in more than 70 countries and territories.

What We Do >

To make the highest possible impact on the climate and biodiversity crises between now and 2030, we're developing breakthrough ideas, amplifying local leaders and influencing policy.

How To Help >

There are so many ways to make positive change for our planet. Volunteer with us. Learn how to reduce your carbon footprint. Donate to conservation work.

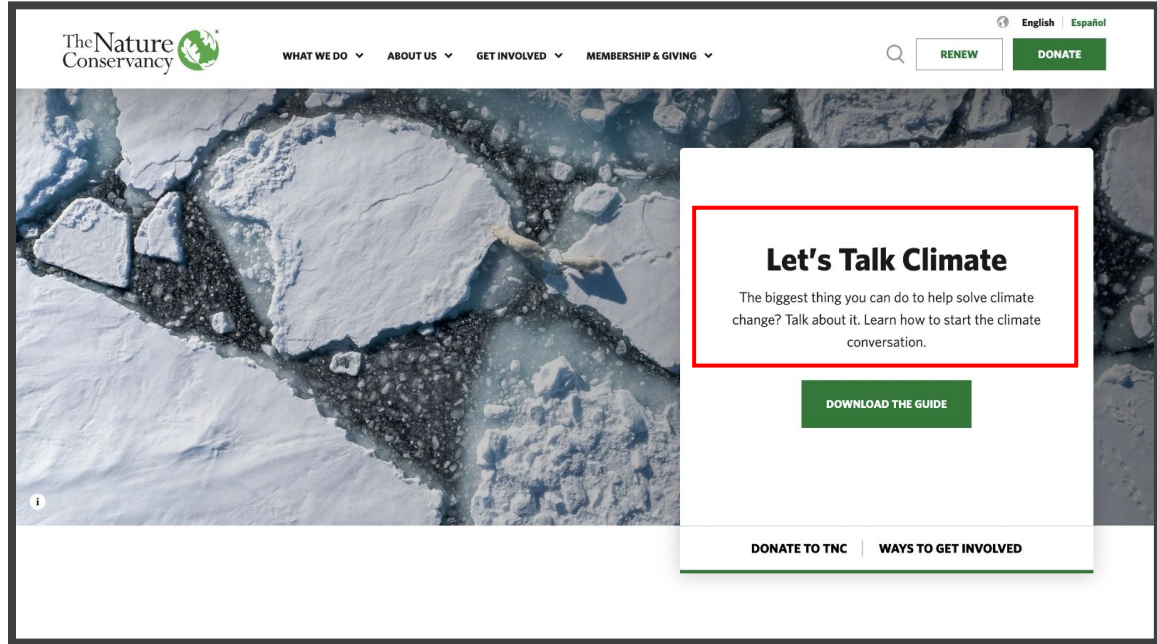
Where We Work >

Dense rainforests, remote coral reefs and the hearts of major cities. Our strategies are as diverse as the habitats and geographies in which we work.

Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

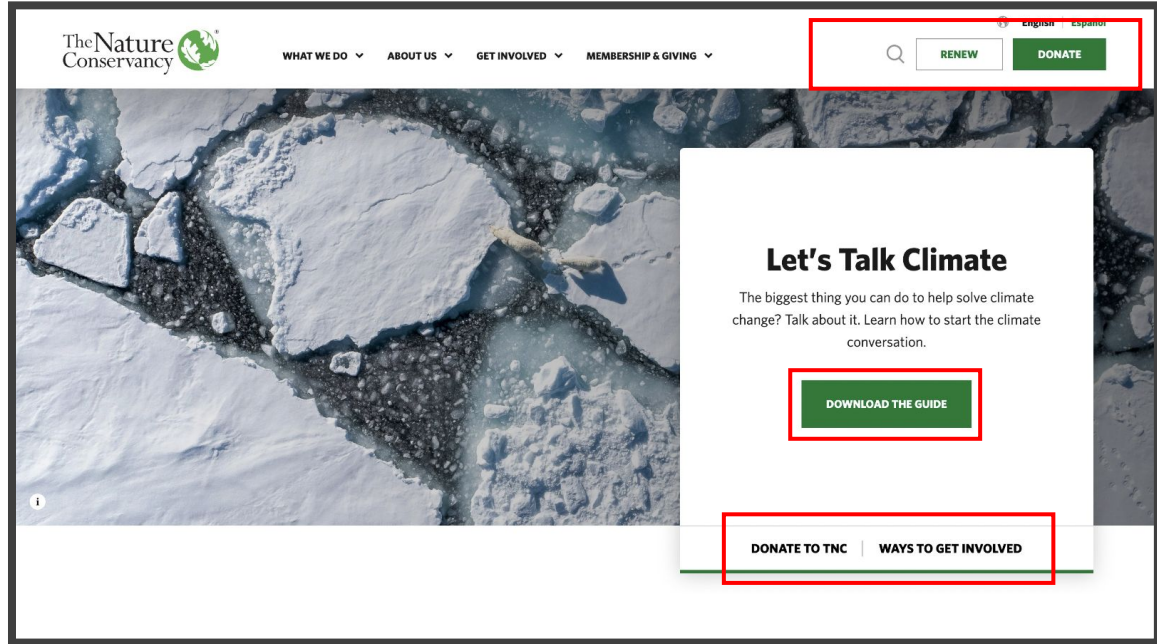
5 Second Rule



Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

Clear Call-to-Actions

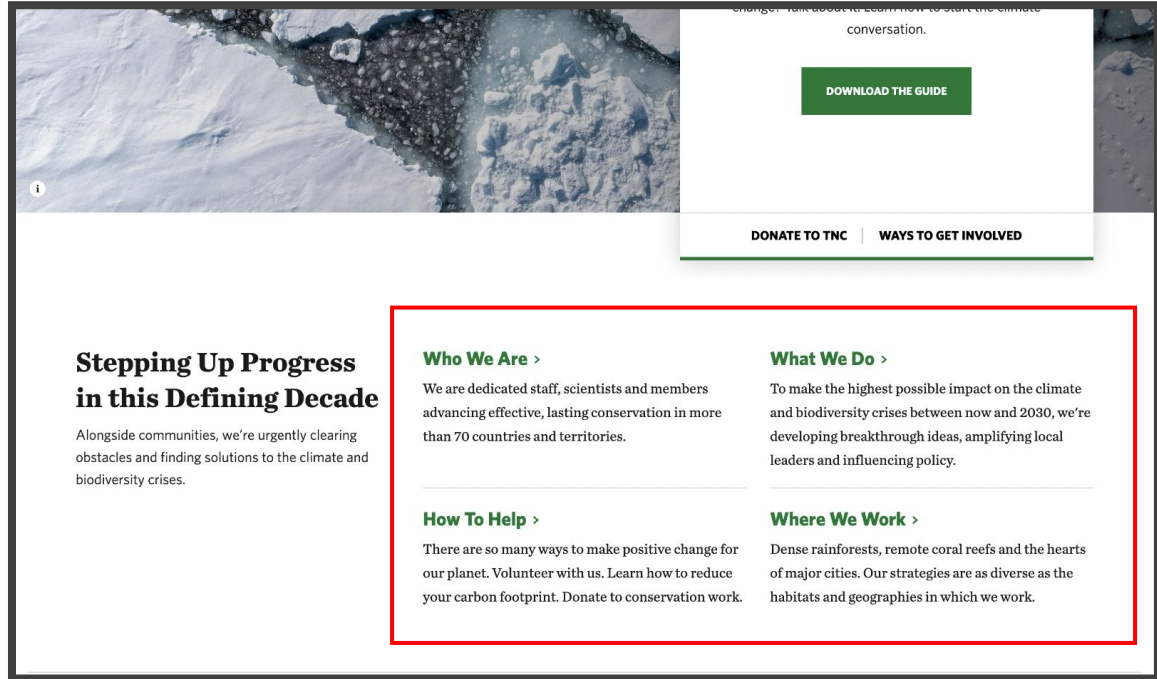


Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

Eliminate Uncertainty

- Who, What, Where, How



Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

Highlight Deliverables

Our Goals for 2030

We're racing to hit these targets to help the world reverse climate change and biodiversity loss. Together, we find the paths to make change possible.

[VIEW OUR PRIORITIES](#)



3B

Avoid or sequester 3 billion metric tons of carbon dioxide emissions annually—the same as taking 650 million cars off the road every year.



4B

Conserve 4 billion hectares of marine habitat—more than 10% of the world's oceans—through protected areas, sustainable fishing and more.



100M

Help 100 million people at severe risk of climate-related emergencies by safeguarding habitats that protect communities.



30M

Conserve 1 million kilometers of rivers—enough to stretch 25 times around the globe—plus 30 million hectares of lakes and wetlands.



650M

Conserve 650 million hectares—a land area twice the size of India—of biodiverse habitats such as forests, grasslands and desert.



45M

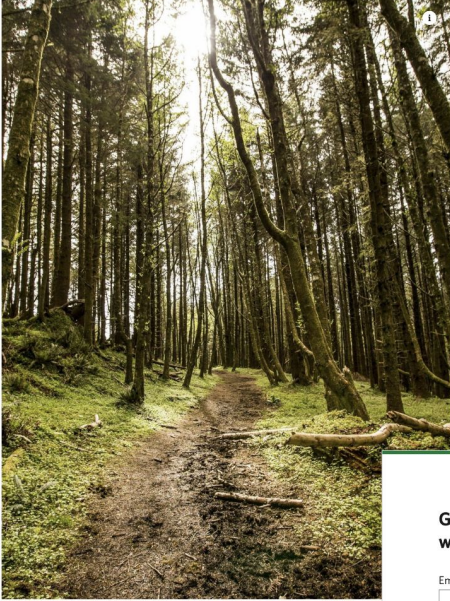
Support the leadership of 45 million people from Indigenous and local communities in stewarding their environment and securing rights.

Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

Demonstrate EEAT

- Authoritativeness
- Expertise



OUR MISSION

Conserving the lands and waters on which all life depends

Every acre we protect and every river mile we restore begins with you. Your support helps us take on the dual threats of climate change and biodiversity loss across 70+ countries and territories.

[DONATE NOW](#)

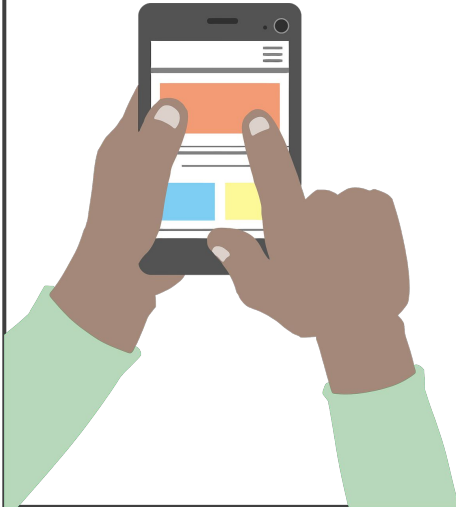
Get our latest conservation news and see how we're protecting our natural world.

Email address:

Website Design Fundamentals

MRD

Mobile Responsive Design (Tablet & Smartphones)



Is it easy to navigate?
Does it have clear CTA's?



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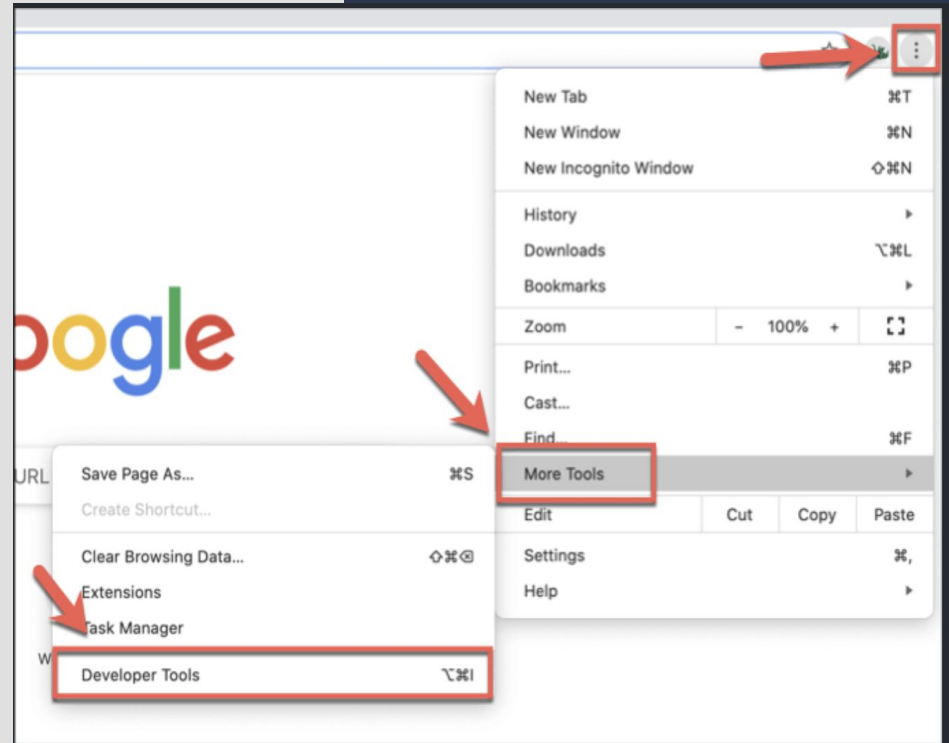
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Website Design Fundamentals

MRD

Mobile Responsive Design (Tablet & Smartphones)

How to check how your website's mobile view looks on a desktop

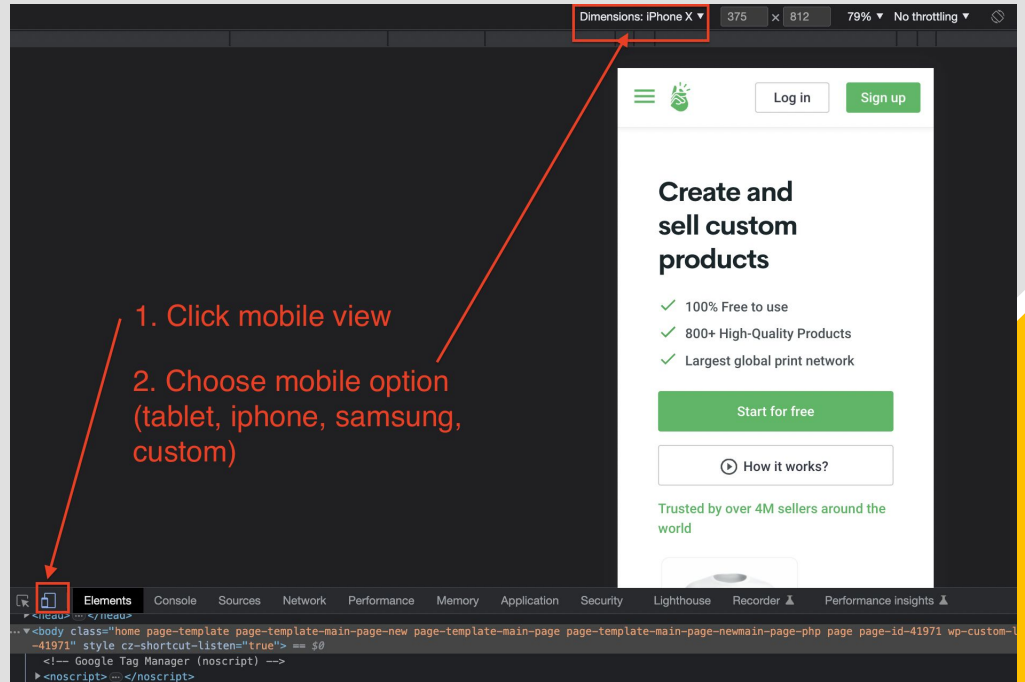


Website Design Fundamentals

MRD

Mobile Responsive Design (Tablet & Smartphones)

How to check how your website's mobile view looks on a desktop



Using Your Website to Achieve Your Objective by Targeting Your Audience

Agenda for part 3:

1. Lawful requirements
2. User experience (UX)
- 3. Marketing channels**
4. Content strategy



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Reviewing Different Marketing Channels



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- **Email**
- Google Ads (PPC)
- Social media
- Text messaging
- Influencers
- Networking
- SEO
- And others

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Website Marketing Channels

Email Marketing

Each Email You Collect = \$



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Reviewing Different Marketing Channels



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Collaborative Partners Initiative

- Email
- **Google Ads (PPC)**
- Social media
- Text messaging
- Influencers
- Networking
- SEO
- And others

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Website Marketing Channels

Google Ads (PPC)

The image shows a Google search interface for the query "non profit crm". The search bar is at the top, with the Google logo to the left. Below the search bar, there are search filters: "Images", "News", "+ Best free", "+ Software comparison", and "Vic". Below the filters, the search results are displayed. The first result is a sponsored advertisement for "civiclick.com". The ad text includes the title "A Fresh Approach to Advocacy - Try CiviClick at No Risk", a description "First AI Powered Advocacy Software. Machine Learning and Gamification.", and a list of links: "CiviClick · Who We Help · View Resources · About Us".

Google


non profit crm

Volume: 1,900/mo | CPC: \$6.56 | Competition: 0.43

Images News + Best free + Software comparison Vic

About 35,800,000 results (0.56 seconds)

Sponsored

 civiclick.com
<https://www.civiclick.com>

A Fresh Approach to Advocacy - Try CiviClick at No Risk

First AI Powered Advocacy Software. Machine Learning and Gamification.

[CiviClick](#) · [Who We Help](#) · [View Resources](#) · [About Us](#)

Website Marketing Channels

Google Ads (PPC)

- Cost you money per click
- You can set budgets
- You can target search terms (keywords)
- You can target locations
- Are you a Non-profit?
 - a. Google Ads Grant!
 - b. \$10,000 per month of ad spend



Reviewing Different Marketing Channels

- Email
- Google Ads (PPC)
- **Social media**
- Text messaging
- Influencers
- Networking
- SEO
- And others



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Website Marketing Channels

Social Media



 **The Home Depot** Verified
Sponsored · 


Save up to \$2000 on select feature-loaded kitchen packages during Spring Black Friday.



Spring Black Friday [Shop now](#)

Space-Maximizing Storage [Shop now](#)

  99 2 comments 1 share

[Like](#) [Comment](#) [Share](#) 

 **The Genesis Project Seattle**
4d · 

Soul Food Cooking! 🍴👩🍳

Today our client came and prepared the biggest feast we've ever seen that she has been practicing in cooking school!!

Love celebrating clients triumphs and wins! ❤️... [See more](#)



Website Marketing Channels

Social Media

- Free and paid
 - a. Paid ads on Social Media can be complicated
 - b. [Free] posts typically don't get much engagement and are time consuming to do well
- Avoid the hype
- Focus on 1 - 3 different Social Media channels
- Where are your customers???

Website Marketing Channels

Social Media

Where are Your Customers?!?!



Website Marketing Channels

Social Media

ROI (Return on Investment)

Is this a profitable channel?



Return (Benefit)



Cost of Channel

= ROI

For every \$1.00 spent, are you making at least \$1.01?

Reviewing Different Marketing Channels

- Email
- Google Ads (PPC)
- Social media
- **Text messaging**
- Influencers
- Networking
- SEO
- And others



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Website Marketing Channels

Text Messaging

Why use SMS Marketing?

1. High open rates
2. Direct communication
3. Fairly low cost
4. Targeting
5. Time-sensitive



Reviewing Different Marketing Channels



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- Email
- Google Ads (PPC)
- Social media
- Text messaging
- **Influencers**
- Networking
- SEO
- And others

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Website Marketing Channels

Influencer Marketing

Are there local influencers in your community?
How can you partner with them?

1. City council members
2. Local business leaders
3. Volunteers
4. Donors/customers/clients



Reviewing Different Marketing Channels



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- Email
- Google Ads (PPC)
- Social media
- Text messaging
- Influencers
- **Networking**
- SEO
- And others

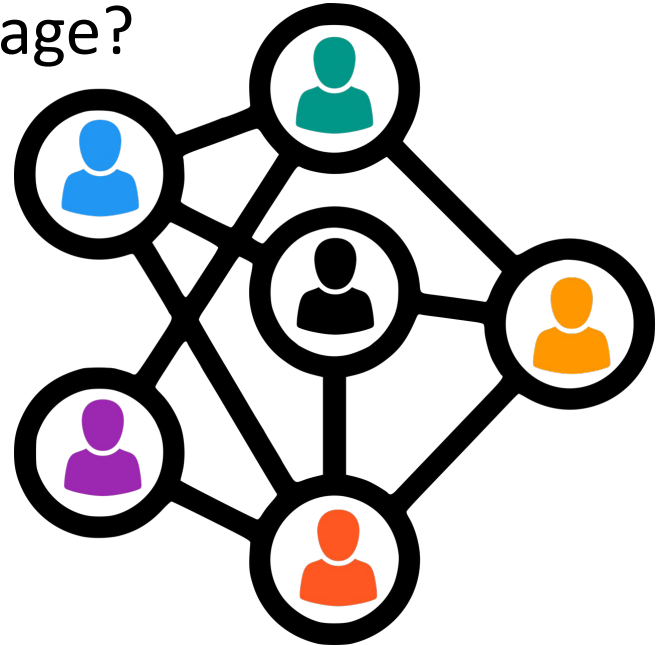
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Website Marketing Channels

Networking/referral

Are there local service organizations, non-profits, or businesses that you can leverage?

1. Will they share your events?
2. Can they help you get volunteers?
3. Do they provide grants?



Reviewing Different Marketing Channels



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- Email
- Google Ads (PPC)
- Social media
- Text messaging
- Influencers
- Networking
- **SEO**
- And others

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Website Marketing Channels

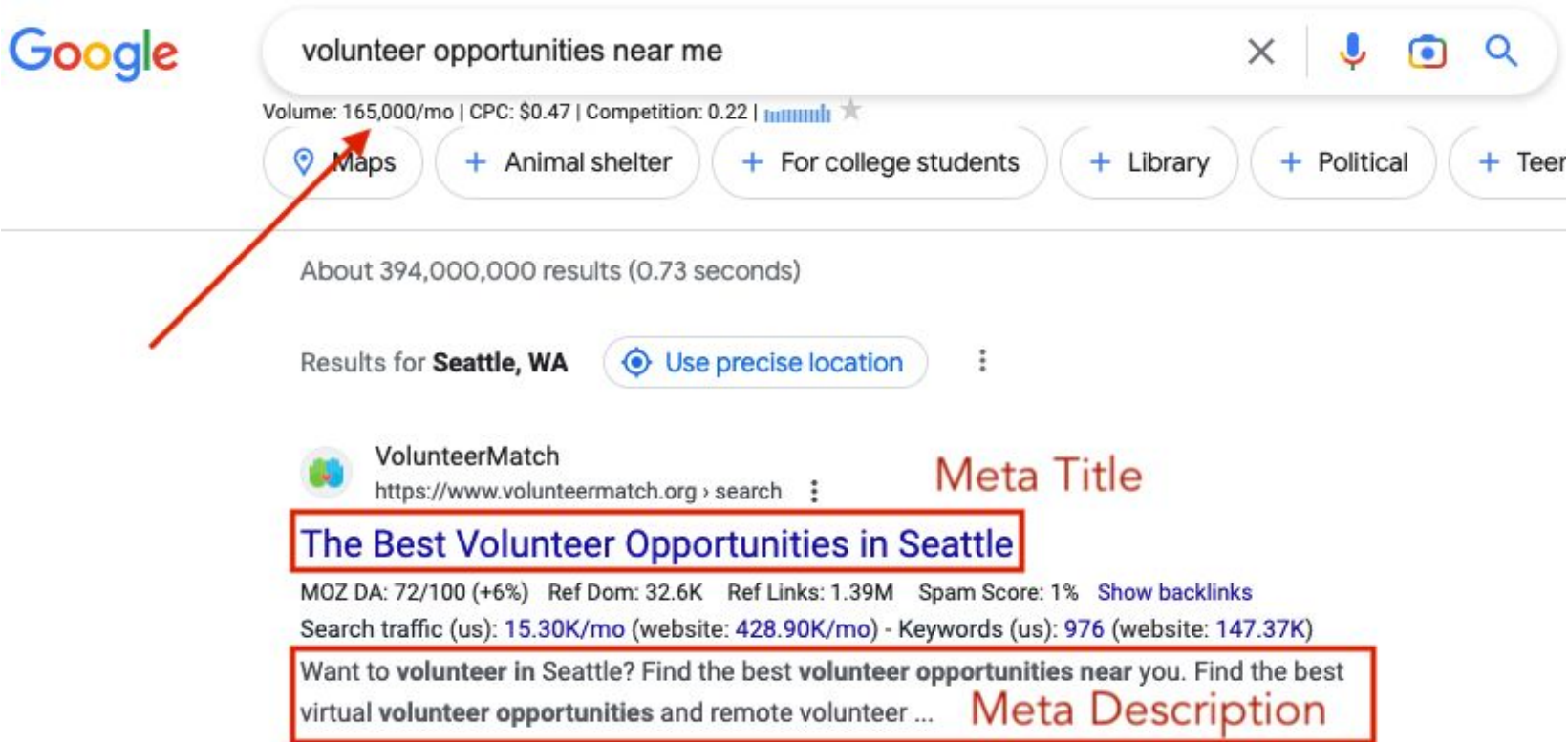
Search Engine Optimization

What is Search Engine Optimization (SEO)?

Improving your website to encourage Google and other search engines to show your website more often, and higher up in the search results.

Website Marketing Channels

Search Engine Optimization



Google

volunteer opportunities near me

Volume: 165,000/mo | CPC: \$0.47 | Competition: 0.22

Maps + Animal shelter + For college students + Library + Political + Teer

About 394,000,000 results (0.73 seconds)

Results for **Seattle, WA** Use precise location

VolunteerMatch
https://www.volunteermatch.org › search

Meta Title
The Best Volunteer Opportunities in Seattle

MOZ DA: 72/100 (+6%) Ref Dom: 32.6K Ref Links: 1.39M Spam Score: 1% Show backlinks
Search traffic (us): 15.30K/mo (website: 428.90K/mo) - Keywords (us): 976 (website: 147.37K)

Meta Description
Want to **volunteer** in Seattle? Find the best **volunteer opportunities** near you. Find the best virtual **volunteer opportunities** and remote volunteer ...

Website Marketing Channels

Search Engine Optimization

How do you improve your SEO? First, let's understand how Google makes money

By getting people addicted to Google by showing accurate and helpful information in a way that provides a positive user experience.

Sometimes these people click on Google Ads, making Google money.

Website Marketing Channels

Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times

Website Marketing Channels

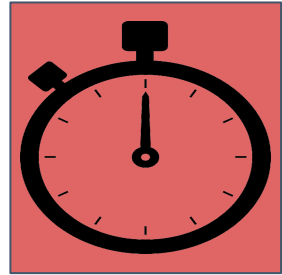
Search Engine Optimization

Example: fast vs. slow loading website.

Take two nearly identical websites, one loads fast and the other loads slow.



VS.



Fast

Slow

Website Marketing Channels

Search Engine Optimization

What website would Google rather send visitors too?

Fast Loading Website = Good

Slow Loading Website = Bad



Website Marketing Channels

Search Engine Optimization

How do you improve the speed of your website?

Reduce the file size of your images.

File size: 11,600kb



File size: 400kb



Website Marketing Channels

Search Engine Optimization

... images look the same to the visitor, but they are smaller and improve the load time of your website.

Free tool for optimizing your image size:



<https://imagecompressor.com/>

Website Marketing Channels

Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. **EEAT (Experience, Expertise, Authoritativeness, and Trust), already covered**

Website Marketing Channels

Search Engine Optimization

Ways to Improve EAT (Experience, Expertise, Authoritativeness, and Trust)

1. Add customer reviews & number of reviews with stars
2. Add number of years in business
3. Add badges to your website
4. Add other clients you have worked with in the past
5. Add impressive numbers



Website Marketing Channels

Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. **User Experience, already covered**

Website Marketing Channels

Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. User Experience
4. **Adding keywords to your headings and other content**

Website Marketing Channels

Search Engine Optimization

Add keywords to your headings and other content.

What common search phrases are being used on Google Search? Add these to your website and marketing!



Website Marketing Channels

Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. Easy to navigate website with helpful internal links
4. Adding keywords to your headings and other content
5. **Building out service or product pages, already covered**

Website Marketing Channels

Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. Easy to navigate website with helpful internal links
4. Adding keywords to your headings and other content
5. Building out service or product pages
6. **Clear headings with easy to scan [helpful] content, already covered**

Website Marketing Channels

Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. Easy to navigate website with helpful internal links
4. Adding keywords to your headings and other content
5. Building out service or product pages
6. Adding clear headings with easy to scan [helpful] content
7. **Many other ways**

Using Your Website to Achieve Your Objective by Targeting Your Audience

Agenda for part 3:

1. Lawful requirements
2. User experience (UX)
3. Marketing channels
4. **Content strategy**



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Developing a Content Strategy



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- **Content audit**
- Competitor research
- Content plan
- Analyze & refine
- Creating content
 - a. Brand consistency
 - b. ChatGPT
- Efficiency tools

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Content Strategy

Doing a Content Audit



What content does your website need?

- Review your website's content, what content are you missing?
- What are the needs and interests of your target audience, and what problems are they trying to solve?

Tip: Most websites have a sitemap that lists out all the pages that are on a website. Go to:

<https://example.com/sitemap.xml>

Content Strategy

Doing a Content Audit

Types of content your website could be missing

1. FAQs (Frequently Asked Questions)
2. Key service pages (For example, a volunteer page)
3. Legal pages
4. Information about upcoming events
5. One way to get inspiration for what you're missing...

Developing a Content Strategy

- Content audit
- **Competitor research**



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Content Strategy

Competitor Research



What do your competitors do better than you?

- If you don't know who your competitors are, find them
- What content do they have that you are missing?
- How do they present their content in a better way?
- What marketing channels do they use and what content do they use on these channels?

Developing a Content Strategy

- Content audit
- Competitor research
- **Content plan**



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Content Strategy

Content Plan



How to make a content plan.

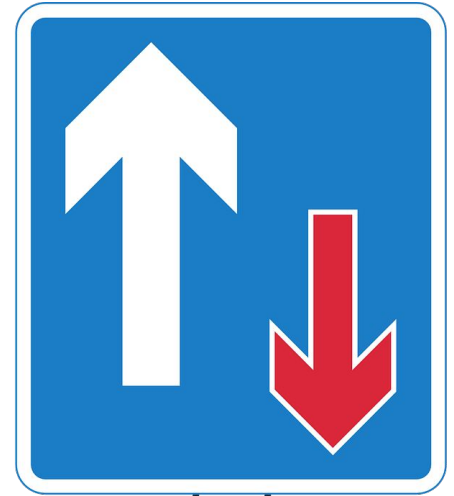
- ~~1. Identify your target audience~~
- ~~2. Define your goals~~
- ~~3. Do a content audit and competitor research~~
4. Prioritize needed content (see next slide)
5. Make a content calendar
6. Assign responsibilities
7. Create the content (future slide)

Content Strategy

Content Plan

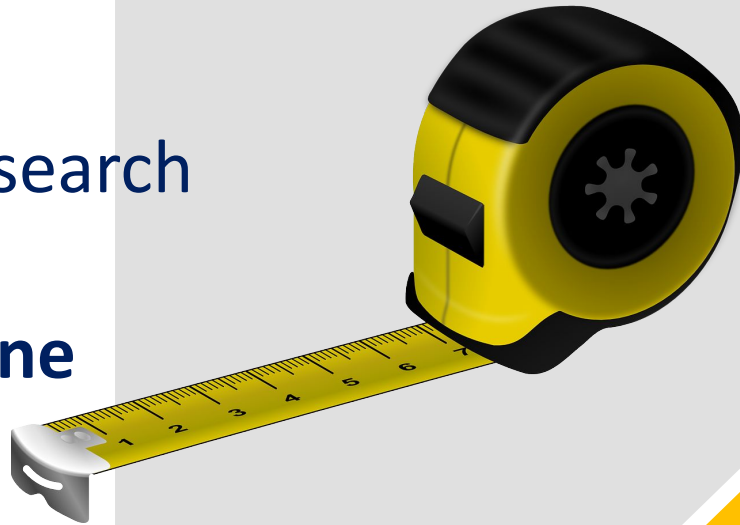
What content should be prioritized?

1. Legal pages
2. Broken or poor sales funnels
3. Service pages
4. Content with a poor User Experience
5. Unclear navigation
6. Social media posts
7. Blog posts



Developing a Content Strategy

- Content audit
- Competitor research
- Content plan
- **Analyze & refine**



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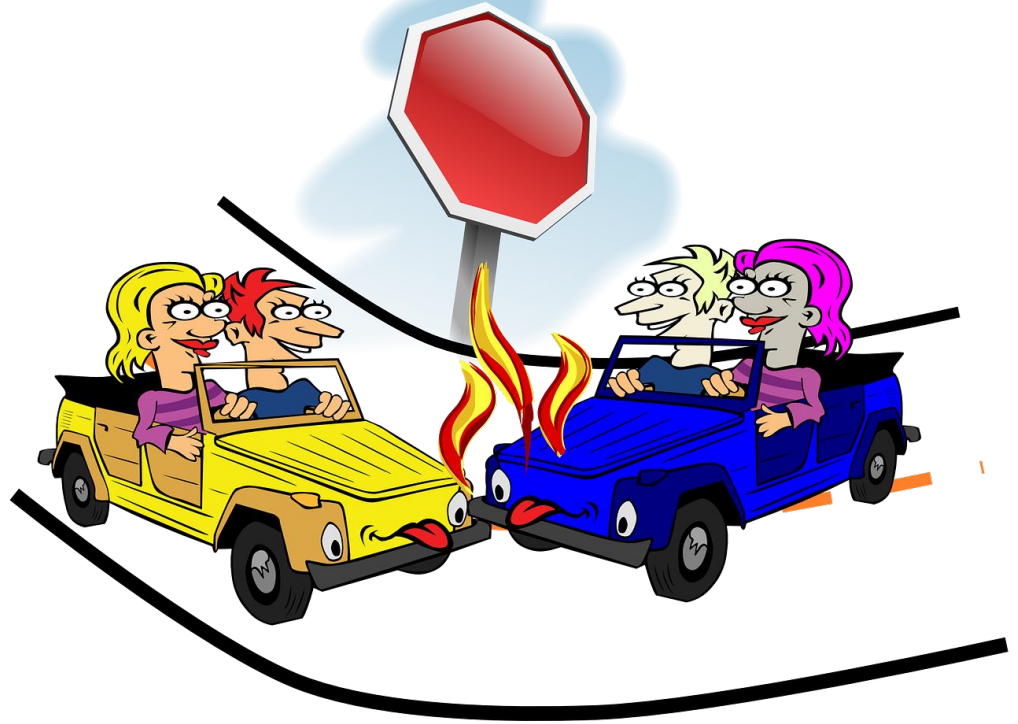
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Content Strategy Analyse & Refine

A website without analytics, is like driving with a blind fold on.

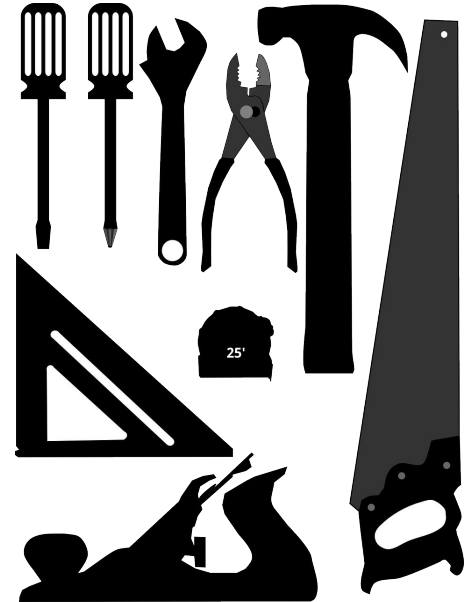


Content Strategy

Analyse & Refine

Tools for analyzing your metrics.

1. Google Analytics 4
2. Google Search Console
3. Google Business Profile
4. Make a questionnaire (Google Forms)
5. Ad platform dashboards
6. Key Performance Indicators (KPIs)



Developing a Content Strategy



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- Content audit
- Competitor research
- Content plan
- Analyze & refine
- **Creating content**
 - a. Brand consistency**
 - b. ChatGPT**
- Efficiency tools

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Content Strategy

Creating Content - Brand Consistency

Create a branding guidelines document.

1. Logo
2. Slogans
3. Brand story
4. Color palette
5. Typography
6. Messaging



Content Strategy

Creating Content - ChatGPT

Leveraging AI to create content.

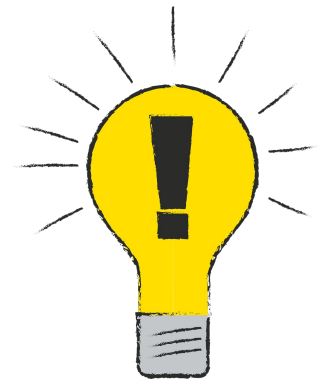
Creating content is time consuming and expensive.

Automate your content creation process as much as possible!



Content Strategy

Creating Content - ChatGPT



ChatGPT prompt ideas.

1. I'm making a privacy policy website page for my non-profit, give me a template to use.
2. I'm making a web page for a non-profit website to encourage volunteers to sign up for our events, what sections should be on this web page?
3. **My non-profit is trying to find a fun name for a Fall Festival event that includes beer, music and X. Give me a list of name ideas for this event.**

Content Strategy

Creating Content - ChatGPT

Example prompt: My non-profit is trying to find a fun name for a Fall Festival event that includes beer, music and X. Give me a list of name ideas for this event.



Sure, here are some name ideas for your non-profit's Fall Festival event:

1. Brews, Beats & Bites
2. Autumn Ale Fest
3. Harvest Hops & Harmonies
4. Oktoberfestivities
5. Brews & Blues Harvest Festival
6. Pumpkin Pints & Performances

Caution: check for trademarks or inaccurate information.

Content Strategy

Creating Content - ChatGPT

Automate the process. Example:

<https://www.storybooksuppers.com/recipes/woebegone-wafers>

	Generate a Cooking Recipy	Main Ingredient		
	<input type="text" value="lunch"/>	chicken		
#	Want to Use?	Persona	Author's Name	Name of Meal
1	<input type="text" value="No"/>	<input type="text" value="Magical Witch"/>	<input type="text" value="Kitchen Witchery Q..."/>	Chicken salad sandwich
2	<input type="text" value="No"/>	<input type="text" value="Funny Pirate"/>	<input type="text" value="Captain Cutluss Cook"/>	Grilled chicken wrap
3	<input type="text" value="Yes"/>	<input type="text" value="Magical Witch"/>	<input type="text" value="Kitchen Witchery Q..."/>	Chicken Caesar salad
4	<input type="text" value="No"/>	<input type="text" value="Sad Robot"/>	<input type="text" value="Meal Master 9000"/>	Chicken quesadilla
5	<input type="text" value="No"/>	<input type="text" value=""/>	<input type="text" value=""/>	Chicken stir

Content Strategy

Creating Content - ChatGPT

What if you did this for social media posts instead?

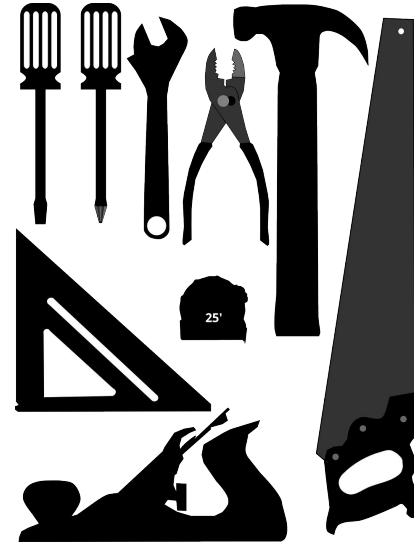
Prompt structure: Write content for a Facebook post for an X event that targets Z. Include details such as X, Y, and Z.

Content Strategy

Creating Content - ChatGPT

Tools for automating the process:

1. Google Sheets
2. [ChatGPT](#)
3. [GPT for Sheets](#)
4. Many other tools out there



Developing a Content Strategy



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- **Efficiency tools**

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Content Strategy Efficiency Tools

April 25th @ 12pm

Promo for next presentation: Technology Solutions

Tools, tools and more tools. Learn how to increase your productivity and become more time efficient while working on your computer. In this presentation you will discover how to save hours of time per week using tools to automate common annoying and tedious tasks.





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Questions?



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