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Washington**



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Collaborative Partners Initiative

**Strengthening  
Programs.  
Empowering  
Youth.**



**April 2023**



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# **Technology Solutions - Tools, Tools and More Tools**

**April 25th, 2023**

**April 2023**



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## Lead Instructor

Connor Talbott - Website Developer & Search Engine Optimizer

## SEO Tools Instructor

Winston Smith - Front End Developer & Search Engine Optimizer

April 2023



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## **Agenda**

- 1) Email Time Saver Tools**
- 2) Website Improvement Tools**
- 3) Marketing Automation Tools**
- 4) Multi-Use Tools**

**April 2023**

## Email Tools

1. Boomerang
2. Typinator
3. Copy Clip 2
4. ChatGPT
5. Google Calendar
  - Zoom



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# Email Tools Boomerang



Link/s: <https://www.boomeranggmail.com/>  
<https://www.boomerangoutlook.com/home/>

## What Does This Tool Do?

1. Never forget to follow up with someone
2. Never miss an email
3. Easily Schedule Meetings

## Pricing:

<b>Basic</b> Limited access to our basic features  Free	<b>Personal</b> Unlimited access to our basic features  \$4.99/month when billed annually  <b>SIGN UP</b>	<b>Pro</b> Unlimited access to our full suite of email productivity tools  \$14.99/month when billed annually  <b>SIGN UP</b>
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# Email Tools Typinator

The logo for Ergonis, featuring the word "ergonis" in a bold, blue, sans-serif font, centered within a dark blue rectangular background.

Link/s: <https://ergonis.com/typinator>

## What Does This Tool Do?

1. Quickly write emails
2. Quickly fill out forms
3. Stop retyping the same thing over and over and over and over...

## Pricing:

### Get your Typinator app

Buy Typinator now and benefit from all Typinator features.

#### Includes

- ✓ A single user with up to two computers
- ✓ All minor updates within the current major version

**29,99** USD  
(price without taxes)

Buy now

# Email Tools Typinator

The logo for 'ergonis' features the word in a blue, lowercase, sans-serif font. It is positioned to the right of the main title and is partially enclosed by a dark grey rectangular box.

Link/s: <https://ergonis.com/typinator>

## Ideas for Keyboard Shortcuts

- c@ = [connor@talltowndesign.com](mailto:connor@talltowndesign.com)
- cO = Connor
- adD = 123 Fake Address St.
- seO = Search Engine Optimization
- greeT =  
<https://meet.boomerangapp.com/connor.talltowndesign.com/greet>
- dF = definitely



# Email Tools Typinator

The logo for 'ergonis' features the word in a blue, lowercase, sans-serif font, centered within a dark blue rectangular background.

Link/s: <https://ergonis.com/typinator>

## Ideas for Keyboard Shortcuts

- bC = because
- nl = `<meta name="robots" content="noindex">`
- dt = Apr. 22, 2023
- hagw = Have a good weekend, Connor
- wiR = `winston@talltowndesign.com ivanna@talltowndesign.com`
- leT = Let me know if you have any questions.

# Email Tools

## Copy Clip 2



Link/s:

<https://apps.apple.com/us/app/copyclip-2-clipboard-manager/id1020812363?mt=12>

## What Does This Tool Do?

1. Quickly copy and paste repetitive text
2. [Link to demo](#)

Pricing: One time 7.99 + Tax(?)

# Email Tools ChatGPT



Link/s: <https://chat.openai.com/>

## What Does This Tool Do?

1. Get email templates on specific needs
2. Re-word poor emails
3. Get inspiration for hard to write emails

**Pricing: Free - \$20/month**

# Email Tools ChatGPT



Link/s: <https://chat.openai.com/>

## [Prompt Example] Get email templates on specific needs



I need an email template to remind volunteers for our Annual Fall Festival Event which is on on Apr.27, 2023. Mention how they need to bring their cell phones to keep in contact during the event. Write the email in an upbeat tone of voice.

# Email Tools ChatGPT



Subject: Get Ready to Make a Difference at the Annual Fall Festival Event on April 27th, 2023!

Hello [Volunteer's Name],

We are so excited to have you as a volunteer for our Annual Fall Festival Event on April 27th, 2023! Your presence and contribution are essential in making this event a success, and we can't wait to see what we can accomplish together.

As the big day approaches, we want to remind you to bring your cell phone with you. We will be using cell phones to stay in touch and coordinate our efforts throughout the event. So, make sure to bring your fully charged phone and keep it close by.

We encourage you to keep your phone on silent mode so that it doesn't disturb anyone around you. But don't worry, we'll be in

Link/s: <https://chat.openai.com/>

touch with you throughout the day via phone to keep you informed of any updates or changes.

We will be gathering at [Venue's Name and Address] at [Time], so please be punctual and check in at the volunteer station. You will receive your volunteer badge and all the information you need to get started.

Let's work together to make this event a memorable and enjoyable experience for everyone involved! If you have any questions or concerns, please don't hesitate to reach out to us.

We appreciate your enthusiasm and willingness to help. Let's make a difference together!

Sincerely,

[Your Name]

[Your Organization]

# Email Tools ChatGPT



Link/s: <https://chat.openai.com/>

## [Prompt Example] Write a Hard Email



Give me an email template to tell a volunteer that they cannot participate in the festival because of their inappropriate behavior the year before. Give it to them nicely and politely. Thank them for their past service to the organization.

# Email Tools ChatGPT



Link/s: <https://chat.openai.com/>



Subject: Update on Your Participation in the Annual Fall Festival Event

Dear [Volunteer's Name],

I hope this email finds you well. We want to express our appreciation for your past service and dedication to our organization. Your contributions have helped us make significant strides towards achieving our goals, and we are grateful for your support.

As we prepare for the upcoming Annual Fall Festival Event, we wanted to address an issue that we must bring to your attention. Last year, we received feedback from several attendees regarding your behavior at the event. Although we recognize that everyone makes mistakes, we must maintain a high standard of professionalism and respect for all participants.

Unfortunately, based on the feedback we received, we have decided that we cannot invite you to participate in this year's

event. We understand that this may come as a disappointment to you, but we hope that you can understand our position.

We want to reiterate that we appreciate your past contributions to our organization, and we hope that you will continue to support us in other ways. We are always looking for volunteers who are committed to our mission and vision, and we would be happy to discuss other opportunities where you can continue to make a difference.

If you have any questions or concerns, please do not hesitate to contact us. We value your feedback and would welcome the opportunity to discuss this matter with you further.

Once again, we thank you for your service to our organization, and we wish you all the best.

Sincerely,

[Your Name]

[Your Organization]

**zoom**

Link/s: <https://zoom.us/>

Email Tools  Google Meet

## **Zoom or Google Meet**

### **What Does This Tool Do?**

1. Quickly schedule meetings and send those links to others

**Pricing: One time \$6/month - \$149.90/year**





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## **Agenda**

- 1) Email Time Saver Tools
- 2) **Website Improvement Tools**
- 3) Marketing Tools
- 4) Multi-Use Tools

April 2023

## Website Tools

- 1. Accessibility**
2. Images
3. Microsoft Clarity
4. ChatGPT
5. Search Engine Optimization



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# Accessibility Tools

## WAVE



Link/s: <https://wave.webaim.org/>

## What Does This Tool Do?

1. Improve your ADA compliance (lawful - see next slide)
2. Improve your trust with Google
3. Improve User Experience

**Pricing: Free to test, but these tools for improving ADA have a large range of pricing**

## (US) Lawful Requirements **Accessibility**

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

## Website Tools

1. Accessibility
2. Images
3. Microsoft Clarity
4. ChatGPT
5. Search Engine Optimization



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# Finding Images

1. [Pixabay](#) [Free]
2. [Unsplash](#) [Free]
3. [Pexels](#) [Free]
4. [Dalle 2](#) [\$Depends]
5. [Midjourney](#) [\$Depends]



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## Website Tools

1. Accessibility
2. Images
- 3. Microsoft Clarity**
4. ChatGPT
5. Search Engine Optimization



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# Email Tools

## Microsoft Clarity

Link/s: <https://clarity.microsoft.com/>



## What Does This Tool Do?

1. Similar to Google Analytics. However, it includes...
2. User Experience issues insights
3. Recordings of live users

**Pricing: Free**



Email Tools  
**Microsoft Clarity**

Link/s: <https://clarity.microsoft.com/>



Demo of Microsoft Clarity

## Website Tools

1. Accessibility
2. Images
3. Microsoft Clarity
4. **ChatGPT**
5. Search Engine Optimization



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# Content Strategy

## Creating Content - ChatGPT

**Leveraging AI to create content.**

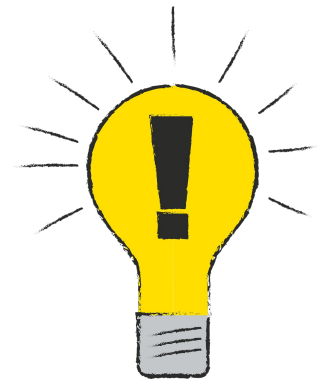
Creating content is time consuming and expensive.

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.

## Website Tools

1. Accessibility
2. Images
3. Microsoft Clarity
4. ChatGPT
5. **Search Engine Optimization (SEO)**



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SEO Tools

## Google Analytics 4



Link/s:

<https://marketingplatform.google.com/out/analytics/>

### What Does This Tool Do?

1. Track metrics on how people navigate your website
2. Track conversions
3. Warning! The old Google Analytics will stop collecting data soon

Pricing: Free

SEO Tools  Search Console

## Google Search Console

Link/s:

<https://search.google.com/search-console/about>

### What Does This Tool Do?

1. Understand how people use Google Search to get to your website
2. Spot issues with your web pages not showing up in Google Search
3. Get user metrics

Pricing: Free



SEO Tools



Business Profile

Link/s:

<https://www.google.com/business/>

# Google Business Profile

## What Does This Tool Do?

1. Show up on Google Maps
2. Get a knowledge graph
3. Collect reviews

Pricing: Free

# SEO Tools

## Keywords Everywhere



Link/s:

<https://keywordseverywhere.com/>

## What Does This Tool Do?

1. Conduct keyword research
2. See the monthly search volume
3. See how competitive keywords are

## Pricing:

**1 Credit = 1 Keyword. Credits expire after one year.**

<p><b>\$10</b></p> <p>BUY NOW</p> <p>100,000 credits</p>	<p><b>\$50</b></p> <p>BUY NOW</p> <p>500,000 credits</p>	<p><b>\$100</b></p> <p>BUY NOW</p> <p>1,000,000 credits</p>
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# SEO Tools Trends

## Google Trends

Link/s:

<https://trends.google.com/home>

## What Does This Tool Do?

1. See how keyword search volume is trending
2. Compare keywords

Pricing: Free

Answer The Public

by NP digital

Link/s:

<https://answerthepublic.com/>

# SEO Tools Answer The Public

## What Does This Tool Do?

1. Find questions people are asking on Google
2. Answer questions on your website to drive traffic

## Pricing: Free version?

<b>Individual</b> ✓ 1 user ✓ 100 searches per day ✓ CPC and search volume data <b>NEW</b> <b>\$9</b> /month Cancel anytime. Pay nothing for 7 days.  Entrepreneurs, consultants & small businesses who need fast data to create solid strategies and impactful data presentation.	<b>Pro</b> ✓ Up to 3 users ✓ Unlimited searches per day ✓ CPC and search volume data <b>NEW</b> <b>\$99</b> /month Cancel anytime. Pay nothing for 7 days.  Teams that monitor different business searches and need to integrate information for strategy and presentation.	<b>Expert</b> ✓ Unlimited users ✓ Unlimited searches per day ✓ CPC and search volume data <b>NEW</b> <b>\$199</b> /month Cancel anytime. Pay nothing for 7 days.  For teams that care about tracking & monitoring their brand reputation or want to keep their finger on the pulse for content inspiration.
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# SEO Tools

## Answer The Public

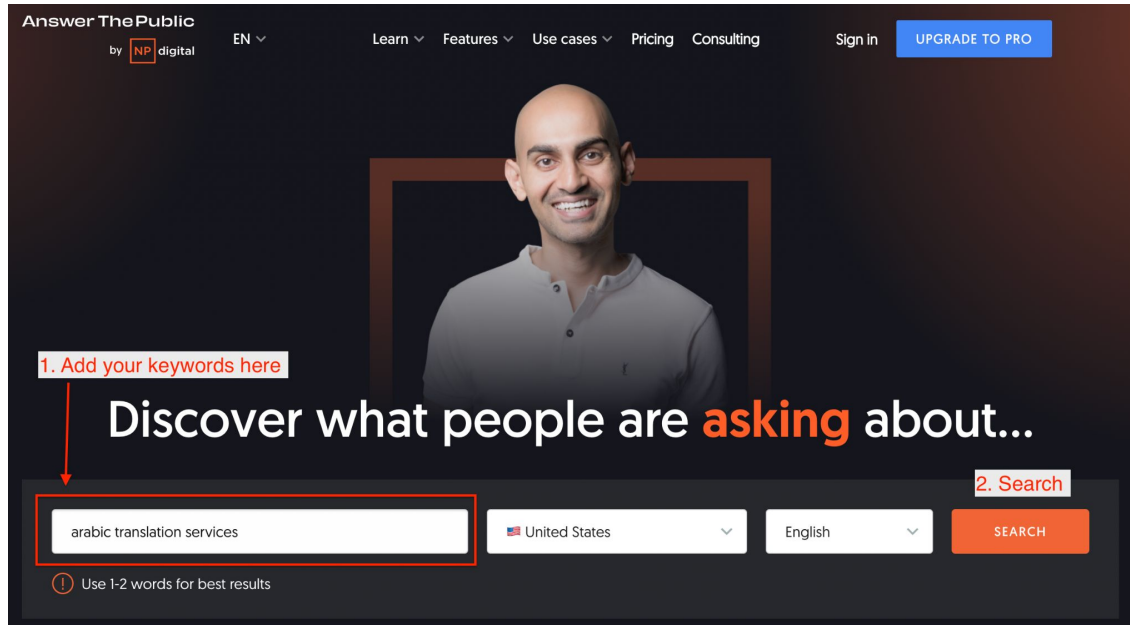
### Add your keywords

Answer The Public


by  digital

Link/s:

<https://answerthepublic.com/>



Answer The Public

by  digital

EN ▾

Learn ▾ Features ▾ Use cases ▾ Pricing Consulting

Sign in [UPGRADE TO PRO](#)

1. Add your keywords here

Discover what people are **asking** about...

2. Search

arabic translation services

United States ▾ English ▾

SEARCH

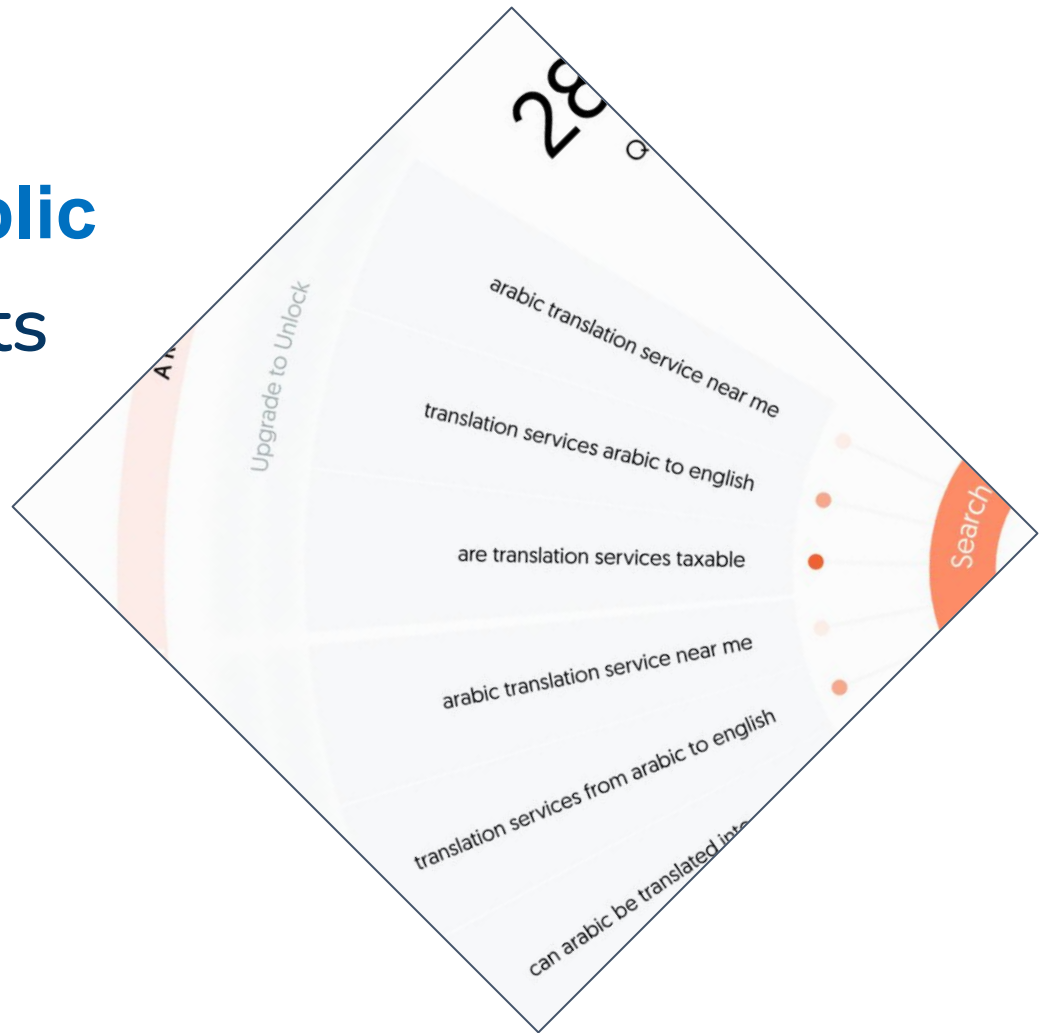
ⓘ Use 1-2 words for best results



# SEO Tools

## Answer The Public

### View your results



# SEO Tools

## Google Search Operators

Link/s:

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

### What Do Advanced Search Operators Do?

1. See what your website looks like in Google Search
2. See what pages/content your competitors have

Pricing: Free





# SEO Tools

## Advanced Google Search

Link/s:

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



site:https://www.tall.town



Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★

Books

Images

Shopping

News

Videos

Maps

Flights

About 24 results (0.18 seconds)



tall.town

<https://www.tall.town>

### Tall Town Design - Web Design, SEO and UX Services

MOZ DA: 12/100 (+50%) Ref Dom: 44 Ref Links: 430 Spam Score: 3%

Search traffic (us): 0/mo (website: 0/mo) - Keywords (us): 2 (website: 4)

Building Beautiful Websites & Providing Practical SEO Services.



tall.town

<https://www.tall.town> > blog

### Web Design / SEO Blog

MOZ DA: 12/100 (+50%) Ref Dom: 44 Ref Links: 430 Spam Score: 3%

Search traffic (us): -/mo (website: 0/mo) - Keywords (us): - (website: 4)

Check out our blog for useful web design and SEO tips.



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## Agenda

- 1) Email Time Saver Tools
- 2) Website Improvement Tools
- 3) **Marketing Tools**
- 4) Multi-Use Tools

April 2023

# Marketing Tools

## Google Ads



Link/s:

<https://ads.google.com/home/>

## What Does This Tool Do?

1. Place ads on Google Search
2. Drive targeted traffic to your website

Pricing: Pay Per Click (PPC).

1 click costs very roughly \$0.01 - 10.00

# Website Marketing Channels

## Google Ads (PPC)

The image shows a Google search interface for the query "non profit crm". The search bar includes the Google logo and a close button. Below the search bar, search statistics are displayed: "Volume: 1,900/mo | CPC: \$6.56 | Competition: 0.43" followed by a bar chart and a star icon. Below the statistics are several filter buttons: "Images", "News", "+ Best free", "+ Software comparison", and "Videos". Below the filters, the search results are shown: "About 35,800,000 results (0.56 seconds)". A "Sponsored" section is visible, featuring a sponsored advertisement for "civiclick.com". The advertisement includes the website name, the URL "https://www.civiclick.com", and the headline "A Fresh Approach to Advocacy - Try CiviClick at No Risk". Below the headline is the sub-headline "First AI Powered Advocacy Software. Machine Learning and Gamification." and a list of links: "CiviClick · Who We Help · View Resources · About Us". Three red arrows point from the "Sponsored" label to the "Images", "News", and "Videos" filter buttons.

Google

non profit crm

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

Images News + Best free + Software comparison Videos

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



# Marketing Tools

## Google Alerts



Link/s:

<https://www.google.com/alerts>

## What Does This Tool Do?

1. Get email alerts when your non profit is mentioned on another website
2. Public relations tool. Consider damage control
3. Get backlinks from other websites

**Pricing: Free**

# Marketing Tools

## Google Alerts



Link/s:

<https://www.google.com/alerts>

Use a combination of three  
Advanced Search Operators:

(minus sign) - , searches all  
other websites but yours.

Site search **site:** , searches for  
only a single website.

Quotation marks “**brand  
name**”, searches return exact  
combination of words

The screenshot shows the Google Alerts interface. At the top, the word "Alerts" is displayed in white on a dark blue background, with the subtitle "Monitor the web for interesting new content" below it. A search bar contains the query "-site:https://www.tall.town \"tall town design\"". Below the search bar, there are several settings:

- How often: At most once a day
- Sources: Automatic
- Language: English
- Region: Any Region
- How many: All results
- Deliver to: Digest to connor@talltowndesign.co

At the bottom, there is a blue "Create Alert" button and a "Hide options" link with a downward arrow.

Marketing Tools



## ChatGPT and Others

Link/s:

<https://chat.openai.com/chat>

### What Does This Tool Do?

1. Quickly create pretty well written content
2. Automate processes together. For example: create content in a Google Sheet that automatically publishes your content to social media channels, your website, and does email blasts

**Pricing: Varies. Low cost for the most part.**

**Maybe \$5ish per months.**



# Marketing Tools

## 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

## Marketing Tools

### Creating Content - ChatGPT

**What if you did this for social media posts instead?**

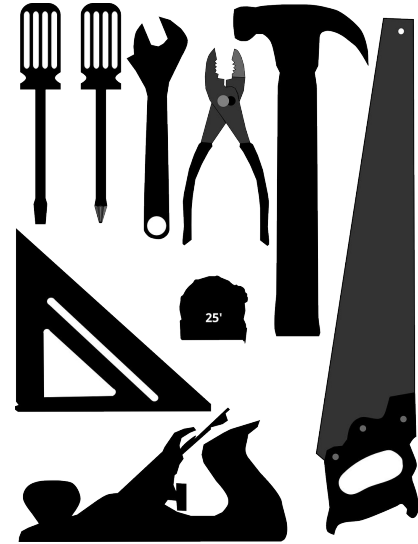
**Prompt structure:** Write content for a Facebook post for an X event that targets Z. Include details such as X, Y, and Z.

# Marketing Tools

## Creating Content - ChatGPT

### Tools for automating the process:

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





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# Marketing Tools Ghost Browser



Link/s:

<https://ghostbrowser.com/>

## What Does This Tool Do?

1. Greatly increase productivity
2. Protects your privacy
3. Works with Google Chrome

## Pricing:

Free Version	Basic Plan	Pro Plan
<b>Free Forever</b>	<b>from \$ 21</b>	<b>from \$46</b>
Up to four different Identities	per month (when paying annually)	per month (when paying annually)

Marketing Tools  Google Drive

## Google Drive for Desktop

Link/s:

<https://www.google.com/drive/download>

### What Does This Tool Do?

1. Automatically backup your files on your computer
2. Access your home desktop computer remotely from your laptop when you are out of town

Pricing: Free - ~\$6.00

If you currently have a Google email account and use Google products this could be free

# Marketing Tools

## Google Drive



Link/s:

<https://www.google.com/drive/>

## What Does This Tool Do?

1. Several useful tools to use for your business
2. Google Docs, Google Sheets, Google Forms, Google Slides

Pricing: Free - ~\$6.00

If you currently have a Google email account and use Google products this could be free

# Marketing Tools

## Google Forms



Google Forms

Link/s:

<https://www.google.com/forms/about/>

## What Does This Tool Do?

1. Conduct survey to get feedback
2. Make a contact form
3. Create a signup sheet for volunteers

**Pricing: Free - ~\$6.00**

If you currently have a Google email account and use Google products this could be free



## Get Additional One-on-One Help



<https://calendly.com/cpin-ta/website-fundamentals-consultation?month=2023-04>

## Link to this Slide Deck



<https://docs.google.com/presentation/d/1gzUVO6jxyai6q14oTqFRqwWIBYu3--QN/e/dit?usp=sharing&oid=113707211439286880811&rtpof=true&sd=true>



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# Questions?



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