

NONPROFIT WEBSITES

NONPROFIT WEBSITE PLANNING CHECKLIST

HIGHLIGHTS AND CLIFFSNOTES OF THE NONPROFIT WEBSITE PLANNING GUIDE

Congratulations on downloading the Nonprofit Website Planning Checklist! This checklist was created specifically for nonprofit organizations that are seeking to either design a new website or redesign their current website. But, most importantly, the checklist is designed to help you create a more effective, intentional web presence than ever before.

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STEP 1: PLAN YOUR WEBSITE'S STRUCTURE

- Determine who your website is targeting.
- Create a site map.
- Organize your website into sections.
- Make a list of content and assets needed.

STEP 2: PLAN YOUR HOMEPAGE

- Choose the top 3-5 most important items to include on your homepage.
- Determine what “teaser” information you need.
- Find graphics to use for prominent homepage areas.

STEP 3: CHOOSE A DOMAIN NAME

- Decide on the domain extension (TLD) you want to use.
- Write down domain name ideas.
- Check for the availability of those domains names.
- Register the domain name(s) you want to use.

STEP 4: DETAIL ALL SPECIAL FEATURES

- Write down all special functions your website needs to provide.
- Create a detailed flowchart for each function, clear enough to relay.
- If possible, find examples of other websites that do the same things.

STEP 5: FIND WEBSITES YOU LIKE

- Search Google and find websites you like.
- Write down the addresses of websites you want to emulate.
- Go to nonprofitwebsites.com and look through our concept portfolio.
- Pick the top three websites and write down what you specifically like about them.

STEP 6: WRITE YOUR CONTENT

- Write down everything that every page of your website will contain.
- Make a list of all pictures and graphics you will need to find or take.
- Write introductory and detailed content for each page.

- Write content and find pictures for homepage teasers to highlight important pages.
- Create a folder on your computer. Create subfolders for each website section. Create subfolders for each page within the section subfolders. Place Word documents and pictures/graphics within the same folders.
- Generate a zip file of all your folders, documents and images.

STEP 7: UNDERSTAND SOCIAL MEDIA & ONLINE MARKETING

- Determine your goals for social media.
- Create a list of social media networks you believe will help you accomplish those goals and specify how you will measure their success.
- Create accounts and pages on those social media accounts.
- Customize your pages and account to reflect the image and aesthetics of the website.
- Create a content distribution plan and schedule for sharing on social media.

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STEP 8: GET HELP PLANNING & BUILDING 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

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