

Website Audit

Category	Description
User Experience/ Information Architecture	<ol style="list-style-type: none"> 1. Have you made a list of who comes to your site and what they are looking for? 2. Is your site organized by content categories with navigation that leads users easily to the content area? 3. Have you tested user navigation on your site to see how easy it is to find information for each audience category? 4. Does your site contain multiple graphic elements mixed with short texts and links?
Credibility	<ol style="list-style-type: none"> 1. Does your website have a privacy policy that addresses how your organization handles email addresses, site visitor information, and gift data? 2. Is contact information (phone, address, info@email address easily accessible on your home page and listed on every page of your site?) 3. Is your mission statement and/or organization's programmatic focus immediately visible on your website (above the fold?) 4. Do you provide lots of content resources to build confidence in the integrity and breadth of your organization?
Content	<ol style="list-style-type: none"> 1. Have you identified the fundamental programmatic and organizational content for your site? 2. Is this content regularly updated on your site? Identify the regularity and who updates the site. 3. Does your site contain publications, success stories, FAQs, and a mix of content sources including links to other websites for a deeper user experience? 4. Is there some content that is only accessible online? 5. Is your web site written with short paragraphs, multiple links and graphic elements to illustrate text content?
Cultivation	<ol style="list-style-type: none"> 1. Does your site have a DonateNow button on your site <ol style="list-style-type: none"> a. Above the fold b. Limited number of clicks to give c. Goes to giving page that appears to be your site d. Donation page is secure, includes privacy information, and alternate ways to give other than online 2. Do you demonstrate your organization's fiscal responsibility and commitment to responsible financial stewardship with privacy, security and financial statements? 3. Are you collecting email addresses on your site <ol style="list-style-type: none"> a. Double opt-in, easy unsubscribe
Clickability (Interactivity)	<ol style="list-style-type: none"> 1. What kinds of interactive elements have you added to your website <ol style="list-style-type: none"> a. Search mechanism on site b. Graphics c. Downloadable files d. Printable pages e. Discussion Boards f. Maps g. Quizzes h. Personalization
Traffic	<ol style="list-style-type: none"> 1. Are you listing your web address on all print materials? 2. Have you registered with the major web directories (Google, Yahoo, Altavista, Excite, Hotbot, Lycos, Northernlight, Starting Point) 3. Have you edited the title, keywords and description tags on your site? 4. Are you linking to like-minded organizations and public sites? 5. Are you promoting special events, memberships or time-specific appeals on your site? 6. Are you using email messaging strategically, segmenting your donors and supporters with e-newsletters and personalized messages? 7. Are you using paid key words, charity malls/portals, banner ads or listservs as specialized ways to drive traffic? 8. Are you keeping links up to date on your site? 9. Are you regularly analyzing the web traffic on your site with web analytics software?

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