



Web sites

The importance of having one, keeping it current and its impact on your organization.

Jessica Munday, President
Trio Solutions Inc.
The Nonprofit Nook Workshop
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What we'll cover

1. Introductions
2. Facts and why have a site, anyway?
3. What makes your site successful?
4. Elements of an effective Web site
5. Importance of keeping your site current
6. Ways to check your site
7. Marketing your site and getting traffic
8. Take-away Tips
9. Questions



Introductions

1. Who are you?
2. Why are you here?
3. What would you like to learn?



The Facts

FACT 1: Close to 50 percent of all American households have HIGH-SPEED Internet service! Only 5 percent in 2000.*

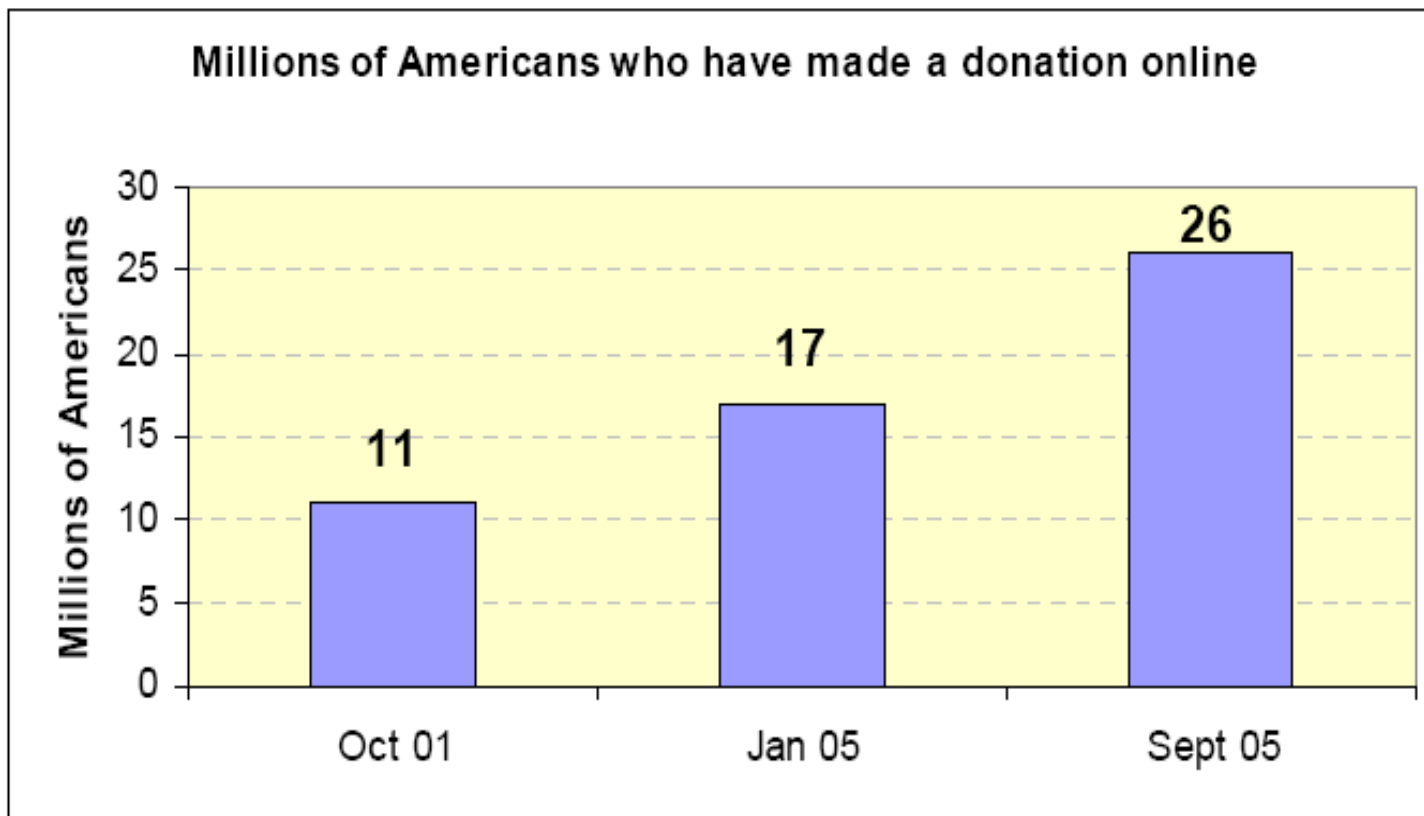
FACT 2: 73 percent of ALL Americans go online.*

FACT 3: Generation Z (born 1996-present) The first “digital” generation. These are your future board members, volunteers and donors.

FACT 4: Hurricane Katrina and Rita changed the e-philanthropy landscape. Since 2005, more than 50% of Americans have donated online.

*Source: Pew Internet & American Life Project

● ● ● **The Facts**



*Source: Pew Internet & American Life Project

● ● ● **Why have a Web site?**



● ● ● Why have a Web site?

- Look at the statistics
- We're online!
- It's your virtual front door to the world.
- It can be one of your biggest assets (branding, communication, operations, fund-raising, etc.)



What makes your site successful?

- Depends on your goals – have those been defined?
- Make it more than just an online brochure
- Provides information 24/7
- Creates a certain perception of your company (i.e. your brand)
- Educates people about what you do
- Offloads functionality from staff
- The opportunities are limitless

● ● ● Elements of an effective site

- Start with the basics (i.e. site title)
- Easy to navigate (i.e. intuitive navigation)
- Balance between functionality and design
- Content and design focused on your target audience
- Up-to-date content (Content IS King!)
- Graphics are optimized and load quickly
- Clear, intuitive path of action within 1-3 clicks

● ● ● Elements of an effective site

- Compatible with multiple browsers (IE, Firefox, Safari – PC/Mac)
- Make sure your home page has a focal point
- Dial-up speeds – still consider them – not everyone is on broadband
- Ability to update or expand – the site should be scalable, able to change over time
- Use new technology when it makes sense (i.e. podcasts, blogs, video, etc.)

● ● ● Example – What not to do!

NEIU Foreign Language Lab - Windows Internet Explorer

http://www.neiu.edu/~flanglab/

File Edit View Favorites Tools Help

Google G Go Bookmarks 286 blocked Check Look for Map AutoFill Send to Settings

NEIU Foreign Language Lab

¡Buenos Días! Bienvenidos al Laboratorio de Lenguas Extranjeras

- Assignments & Requirements
- Audio Cassette Duplication Service
- Audio Cassette Stations
- Calendar of Important Dates
- Computers & Foreign Language Software
- Course Reference Numbers
- Foreign Language Career Center
- Foreign Language Department Home Page
- Foreign Language Department News & Events
- Foreign Language Materials Catalogue
- Foreign Language Placement Tests
- Hours of Operation
- Lab Information Handout
- Lab Orientation Schedule
- Library Use and Conduct Policy
- NEIU Blackboard
- NEIU Department Telephone Directory
- NEIU Faculty & Staff Telephone Directory
- NEIU Home Page
- NEIU Microsoft Outlook Web Access
- NEIU Port
- NEIU Webmail
- Print Materials, Books & References
- Student Employee Lab Training Manual

BEVERLY SILLS
Monsieur **MANON**
Jules Massenet
EMI

Manon - Opera by Jules Massenet - Beverly Sills made it great!

My name is **Manon**
of literary and operatic fame.
People around
call me "Multimedia Manon" because
I am your **CYBERGUIDE**
to the exciting world of
Foreign Language Multimedia and the
Foreign Language Laboratory!
To find out more, click the menu.

This page is maintained and
was last updated on 2/7/2007 by
Thomas Griffin
Foreign Language Lab Director
Northeastern Illinois University
5500 North Saint Louis Avenue
Chicago, Illinois, 60625-4699

Start Windows L... Calendar ... CenterFor... Trio Soluti... Web Page... C:\Docum... Microsoft ... NEIU Fore... 8:23 PM

● ● ● Example – What not to do!





Importance of keeping your content current

- New visitors recognize old content
- Returning visitors will return if you provide new information
- Other sites will link to you
- Search engines know when you change your content
- You'll have a competitive advantage
- You have a story - Share It!

● ● ● Ways to check your site

- <http://validator.w3.org> - Check your HTML
- <http://validator.w3.org/checklink> - Check your links
- <http://juicystudio.com/services/readability.php> - Check the level of readability
- www.instantposition.com - Check for the first five words you use to describe your site
- <http://www.q42.nl/demos/colorblindnesssimulator/colors.html> - Check to see how your site looks to those with color blindness
- www.webpagesthatsuck.com - Checklists to grade your site

● ● ● Marketing your site

MYTH: If you build it, they will come

- People need to know you're on the Internet.
- People need to know where you are on the Internet.
- Make sure your URL is prominently displayed on everything.
- People need to know WHY they should come to YOUR Web site.
- Building a site does not equate to top search engine results

● ● ● Getting traffic to your site

- Traditional marketing – advertisements, business card, e-mail signature, marketing collateral, PR campaign
- e-Newsletters – e-mail containing links back to your site – archive as text on your site for better search engine optimization
- Banner ads/Internet marketing
- Search Engine Optimization & Marketing (SEO & SEM)
 - Google, Yahoo, MSN, DMOZ
- Post in forums as an expert

● ● ● Getting traffic to your site

Google automobiles Search Advanced Search Customise

Web Results 1 - 10 of about 102,000,000 for automobiles [definition]. (0.13 seconds)

SEM

SEO

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Auto Buying Guide
www.edmunds.com Research Auto Prices, Rebates & More. Free Price Quotes at Edmunds!

Hendrick Rick Chevrolet
www.ChevyChevrolet.com We sell under invoice every day (except chevy dealer in SC)
#1 Map of 1901 Benjamin Hwy, Charleston, SC 29407

Automobile - Wikipedia, the free encyclopedia
An automobile (via French from Greek auto, self and Latin mobilis moving, a vehicle that moves itself rather than being moved by another vehicle or animal) ...
en.wikipedia.org/wiki/Automobile - 167k - Cached - Similar pages - Note this

Buy, Sell or Research a New or Used Car - New York Times
White has become the most popular automobile color in North America, ... Automobiles
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Edmunds car buying guide lists new car prices, used car prices, car comparisons, car buying
advice, car ratings, car values, auto leasing
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The official Automobile Magazine Website features news, road tests, a complete car buying
and leasing guide, live auto show coverage, and much more.
www.automobilmag.com/ - Similar pages - Note this

Automobiles: Buy, Lease, Sell, and Get Financing Quotes on
Automobiles.com is dedicated to being one of the comprehensive websites on the internet
giving you buying and selling information, leasing help, ...
www.automobiles.com/ - 17k - Cached - Similar pages - Note this

Honda Cars - New and Certified Used Cars from American Honda
Honda Cars - Home of information on the latest Honda cars and SUV models, Certified Used
Cars, Photos, videos, and technical specs for all car models from ...
automobiles.honda.com/ - 62k - Cached - Similar pages - Note this

Automobile History - The History of Cars and Engines
The history of the automobile - car inventors - engines - gasoline - air conditioning etc.
inventors.about.com/library/inventors/lear.htm - 24k - Cached - Similar pages - Note this

FTC Bureau of Consumer Protection - Consumer Information: Automobiles

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Car
Check Out The All-New Cadillac CTR:
2008 Motor Trend Car of the Year
www.cadillac.com/ctr

Automobiles at CarMax
Actual Prices & Photos of Over
25,000 New & Used Vehicles Online
www.Carmax.com

Find Lowest Price Dealer
New Automobile buyers - Find dealer
in your area with lowest price
www.pricelimit.com

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See How Hyundai Combines Quality &
Affordability. Request a Quote Now.
www.hyundainia.com

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Check Out The All New 2008 Chevy
Malibu. The New Car From Chevy. Go
www.chevrolet.com/2008malibu

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Find A Car In Your Area.
View New & Used Local Listings Now!
www.AutoTrader.com

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Toyotas at toyota.com.
www.Toyota.com

Honda Cars
See latest offers and get dealer
pricing at the Honda Official Site.
www.honda.com

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● ● ● Getting traffic to your site

- Directory listings – find ones that are relevant to your industry and/or for your keywords
 - SCIway.net
 - Association sites
 - Try Googling your industry geographically
- BLOGs (tell your story)
 - WordPress
 - Blogger
- Social networking sites
 - Facebook
 - Idealist
 - Cool People Care
 - Care2

● ● ● Take-away Tips

- Online donation tips
- Top 10 Web site Dos and Don'ts
- Are you ready for a redesign?

● ● ● Take-Away Tips

- Your Web site may be a first impression. It will have a lasting impression but whatever you do just make sure you **IMPRESS**.
- Your Web site can help your organization bring about social change.
- Change can not occur without a commitment.

● ● ● Questions?



www.thenonprofitnook.com