

TIPSHEET

Digital Life Hacks For Your Organization

Six Hacks to Create a Click-Worthy Web Experience

In our first *Digital Life Hacks* webinar, Liz Hiers shared how to engage your website visitors. Here are the top hacks for using your site as a tool to form strong, personal connections online.

1 Know Your Audiences

It's important for you to consider the unique needs of your supporters when they come to your website, so you can create the best web experience for each group. A strategic web experience should incorporate both the goals of your audiences and the goals of your organization.

2 Share How You're Different

With so much competition out there, it's critical to show what sets your organization apart from others. Use your website as a platform to share the impact your organization makes on its staff, community, and the world. From videos and photography to awards, do everything you can to demonstrate your organization's unique personality and what's most important to your organization.

3 Make It Easy

Simple and intuitive navigation is the cornerstone of a positive web experience. Can your supporters find the information they need quickly and easily? Consider conducting user experience testing to determine if the information your site visitors are looking for is just a click away.

4 Use Clear, Bold Calls To Action

Every page of your website should have clear calls to action, such as donate, apply, stay connected, and register. Encourage your site visitors to take next steps, for example: "Want to keep this park beautiful? Make a donation today!"

5 Keep Content Fresh

Is everything on your website up to date and accurate? Use social media and your blog to continuously pump out new content and keep visitors coming back. As a bonus, fresh content can also increase how you rank in search engine results pages.

6 Make It Responsive

Prospective donors are searching for information about your organization and current supporters are opening your emails and trying to donate—all from their mobile devices. Make sure your site functions flawlessly on the small screen with a mobile-first web mentality and responsive web design.