



# Website Health Check

For non-profits

# Meet Bel Temby



**Director - Digital Services Lab**

---



# Meet Digital Services Lab 03

## CULTURE

Every action we take is an opportunity to be more ethical, sustainable and socially just.

## MISSION

We do great work for the greater good.

## SERVICES

- Web design and development:
  - Learning management systems
  - Community directories
  - Event management systems
  - Online fundraising tools
  - Integrations and automations
- Website care and security
- Video services
- Google analytics dashboards
- Graphic design services



# Meet some of our clients 05





# Why are we here?



## Inspiration

for improving our  
webiste.



## Practical Steps

we can take to help  
our website shine  
online.



## Tools and Tips

to help us measure  
our website's  
effectiveness.



## Make an impact!

Connecting with our  
community in the best  
way we can.

## TIP 1: Reveal

Why do you exist?



## Tip 2: What do you do?

Write it all down.

**01**

### PROGRAMS

Services  
Events  
Training and workshops  
1:1 or group supports

**02**

### FUNDRAISING

Raffles  
Silent Auctions  
Donor programs

**03**

### ADVOCACY & RAISING AWARENESS

**04**

### PRODUCTS

**05**

### RESEARCH & KNOWLEDGE BANK

# Tip 3: KNOW YOUR AUDIENCE

Who is your **website** for?

CLIENT	MEMBER	REFERRER	DONOR	PARTNER
<ul style="list-style-type: none"><li>• Why would they come to your website?</li><li>• What information would they be looking for?</li><li>• What would their expectations be?</li></ul>	<ul style="list-style-type: none"><li>• New member</li><li>• Existing member</li><li>• What's the hook?</li></ul>	<ul style="list-style-type: none"><li>• Family</li><li>• Friend</li><li>• Professional</li></ul>	<ul style="list-style-type: none"><li>• New</li><li>• Ongoing</li><li>• Small</li><li>• Large</li></ul>	<ul style="list-style-type: none"><li>• Grant maker</li><li>• Government</li><li>• Community</li><li>• Business</li></ul>



## Tip 3: KNOW YOUR AUDIENCE

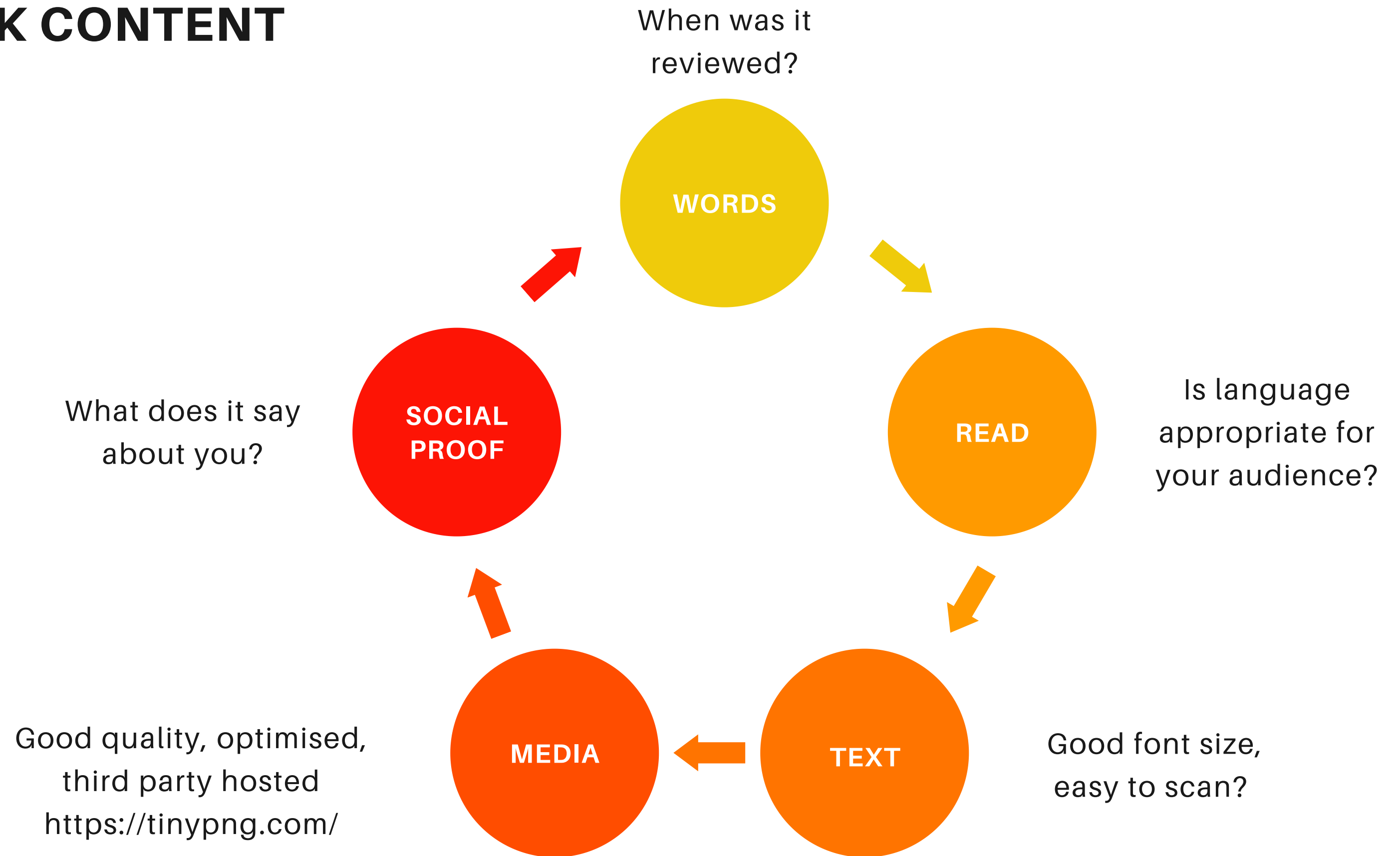
### Deep dive

01	Where are they online?	Reading news, Facebook, Twitter, LinkedIn, Google etc..
02	How would they come to you?	Referred by someone, found you online, followed you
03	Information they are looking for?	A phone number, service explainers, meet the team, understand the impact you have
04	Expectations they have?	Read a case study, hear from a client, see if you're a good fit

## Tip 4 : CHECK YOUR PAGES



## Tip 5: CHECK CONTENT



## Tip 6 : TEST YOUR SITE

01

### TEST RESPONSIVE

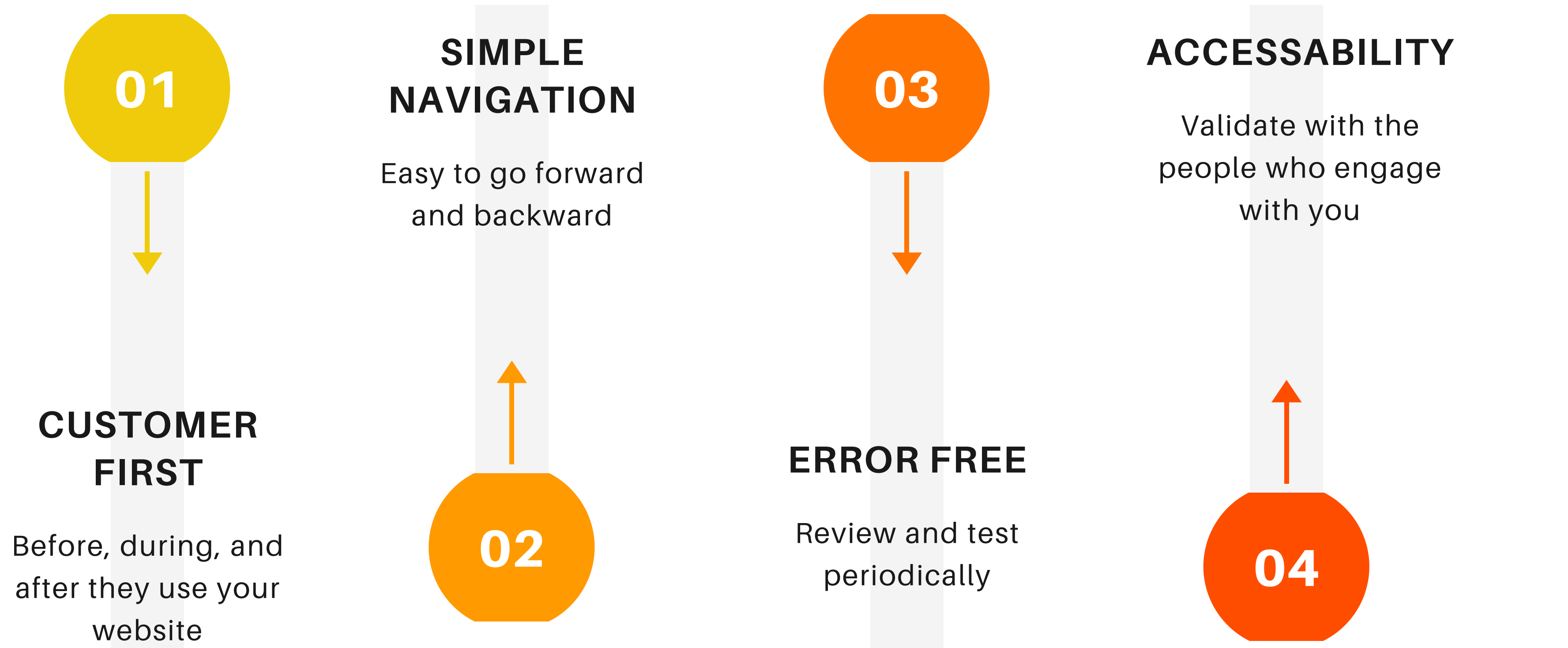
<https://search.google.com/test/mobile-friendly>

02

### TEST SPEED

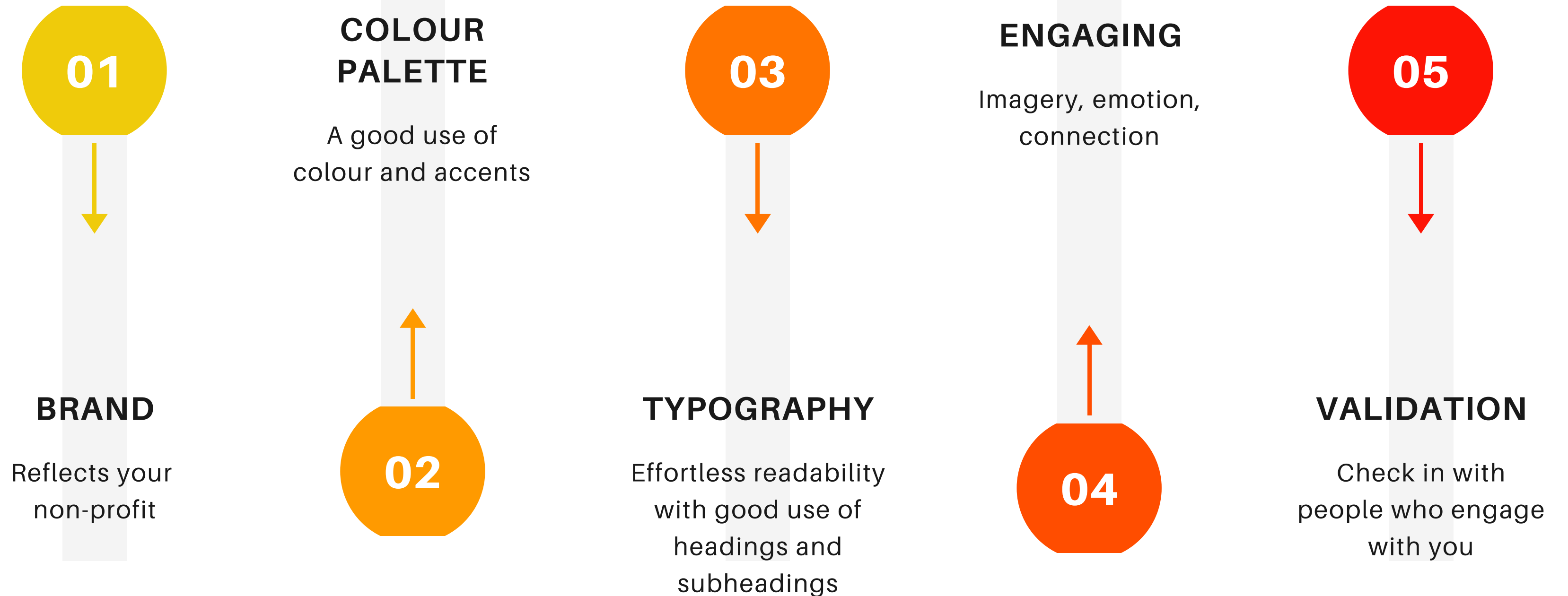
<https://gtmetrix.com/>

## Tip 7: CHECK USER EXPERIENCE

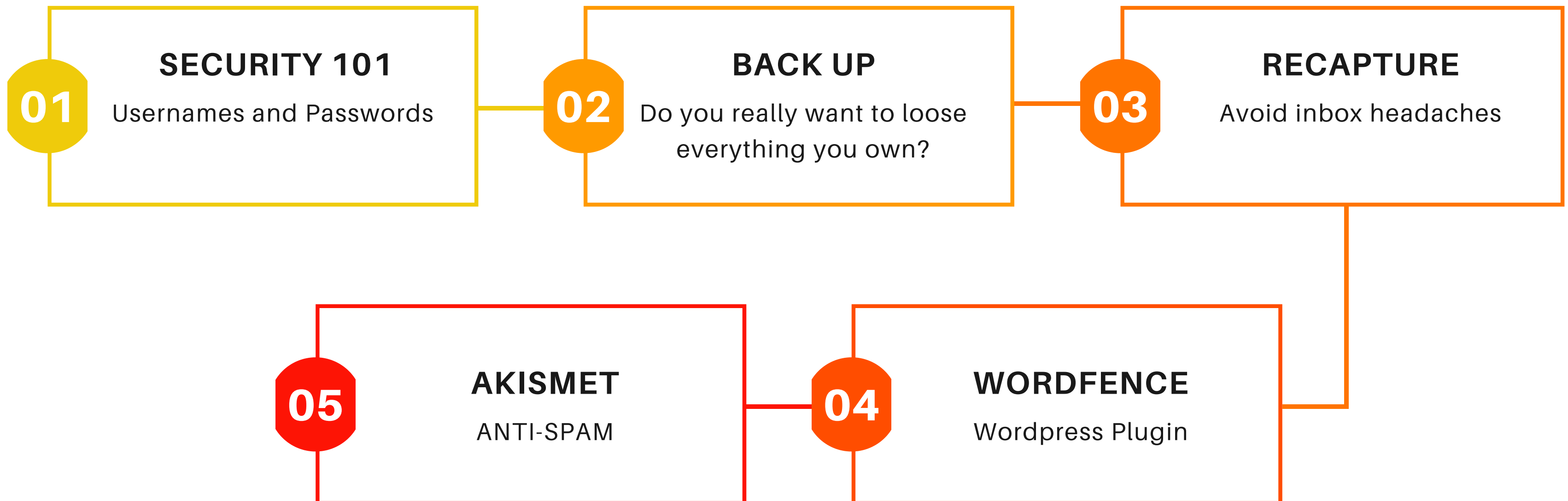




## Tip 8: CHECK DESIGN

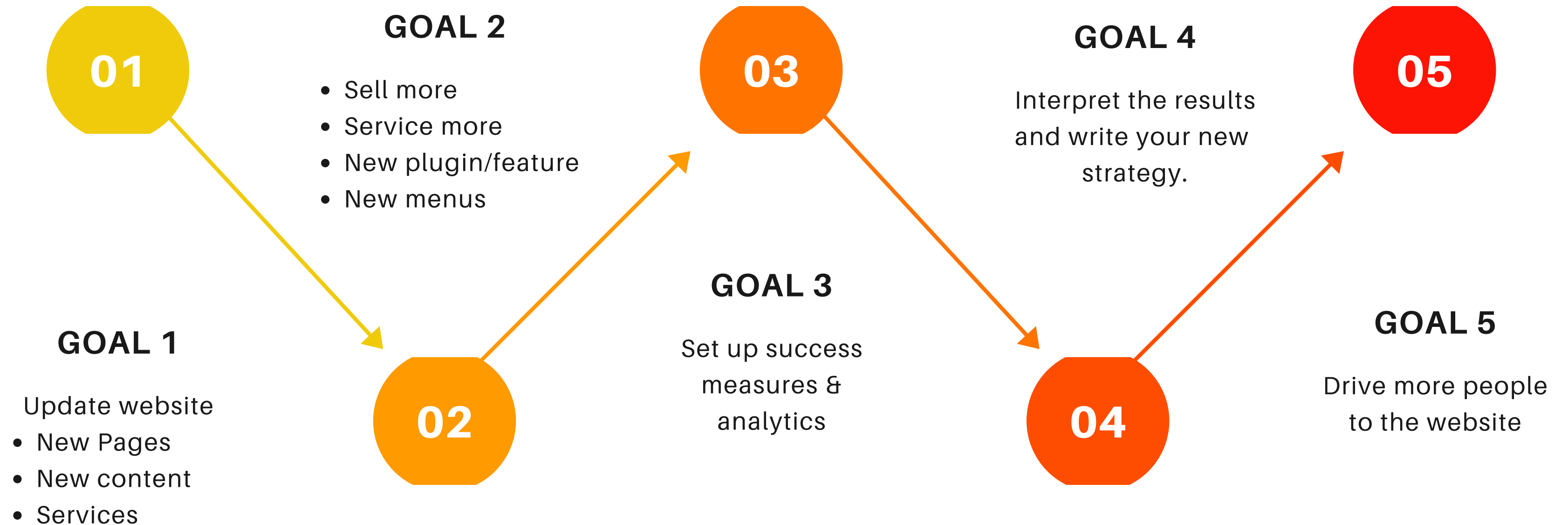


## Tip 9: SECURITY & THE BACKEND



# Tip 10: IDENTIFY YOUR GOALS

And have a strategy





# Wrap up and a gift for you

## ENGAGE - INSPIRE - CONNECT

---

Offer: Email me for a link to book in a free one-on-one half hour brainstorming or strategy session to help your website shine online for the first 25 organisations.

Everyone who emails me will get my comprehensive notes from today's session.

[bel@digitalserviceslab.com.au](mailto:bel@digitalserviceslab.com.au)

Expires: Tuesday 6th April



**DIGITAL  
SERVICES  
LAB**