

Website Wellness Workshop

The health check every non-profit needs



Why are we here?



Inspiration

For improving our webiste



Practical Steps

we can take to help our website shine online



Tools and Tips

Help us measure our websites effectiveness



Make an impact

Connecting with our community in the best way we can.

Agenda

- Worksheet Instructions
- Meet Bel Temby
- Meet Digital Services Lab
- The Top Ten Tips
- Wrap up and Gift

Meet Bel Temby



Director - Digital Services Lab

Meet Digital Services Lab 05

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
- Website Care and Security
- Search Engine Optimisation
- Analytics Dashboards
- Graphic Design
- Email automation and template development
- Consulting
- Bespoke software solutions



Meet some of our clients

06



TIP 1: Reveal

Why do you exist?



Tip 2: What do you do?

What does your organisation do?

0
1

PROGRAMS/EVENTS

0
2

FUNDRAISING

Raffles
Silent Auctions
Donor programs

0
3

SUPPORT & SERVICES

0
4

PRODUCTS

0
5

RESEARCH & KNOWLEDGE BANK

Tip 3: KNOW YOUR AUDIENCE

Who is your **website** for?

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

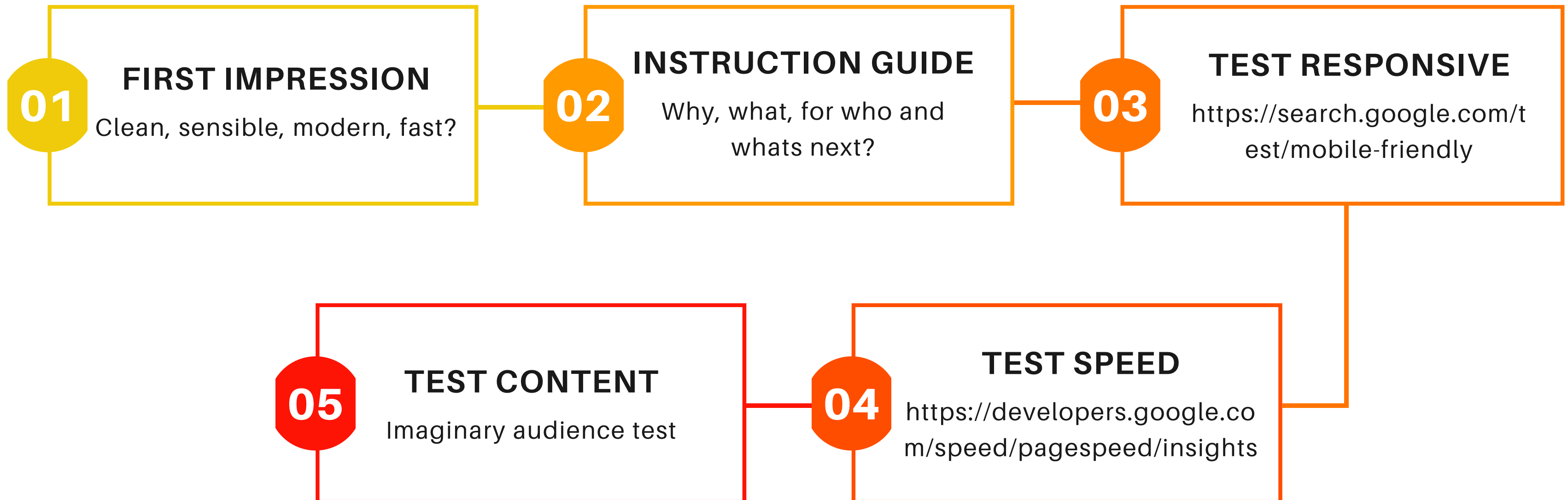
Tip 3: KNOW YOUR AUDIENCE

Deep dive

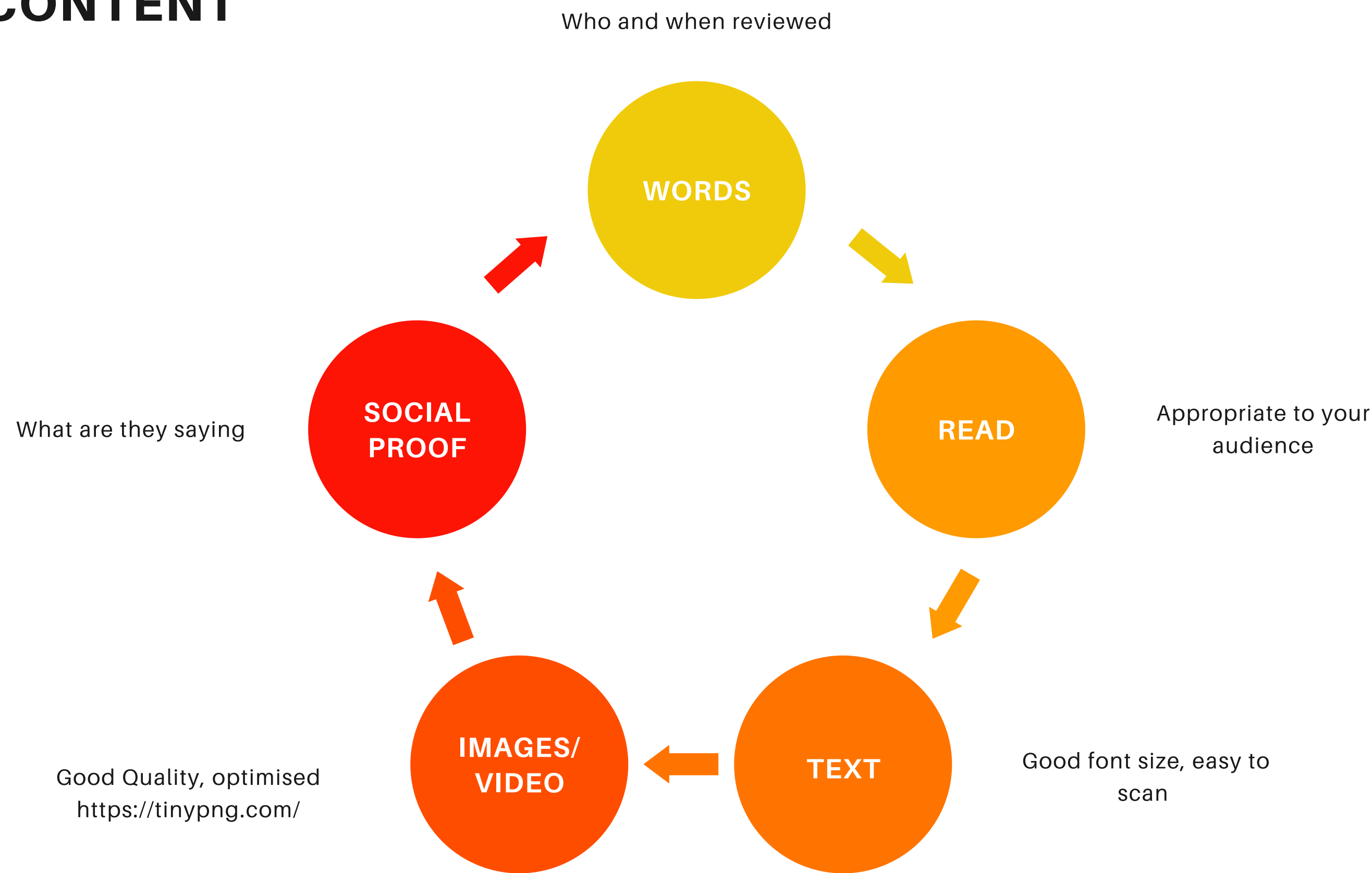
01	Where are they online?	Reading news, Facebook, Twitter, LinkedIn, Google
02	How would they come to you?	Referred by someone, found you online, followed you
03	Information they are looking for?	A phone number, service descriptor, meet the team, understand the impact you have
04	Expectations they have?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

Tip 4 : CHECK YOUR PAGES

Tip 5 : TEST YOUR SITE

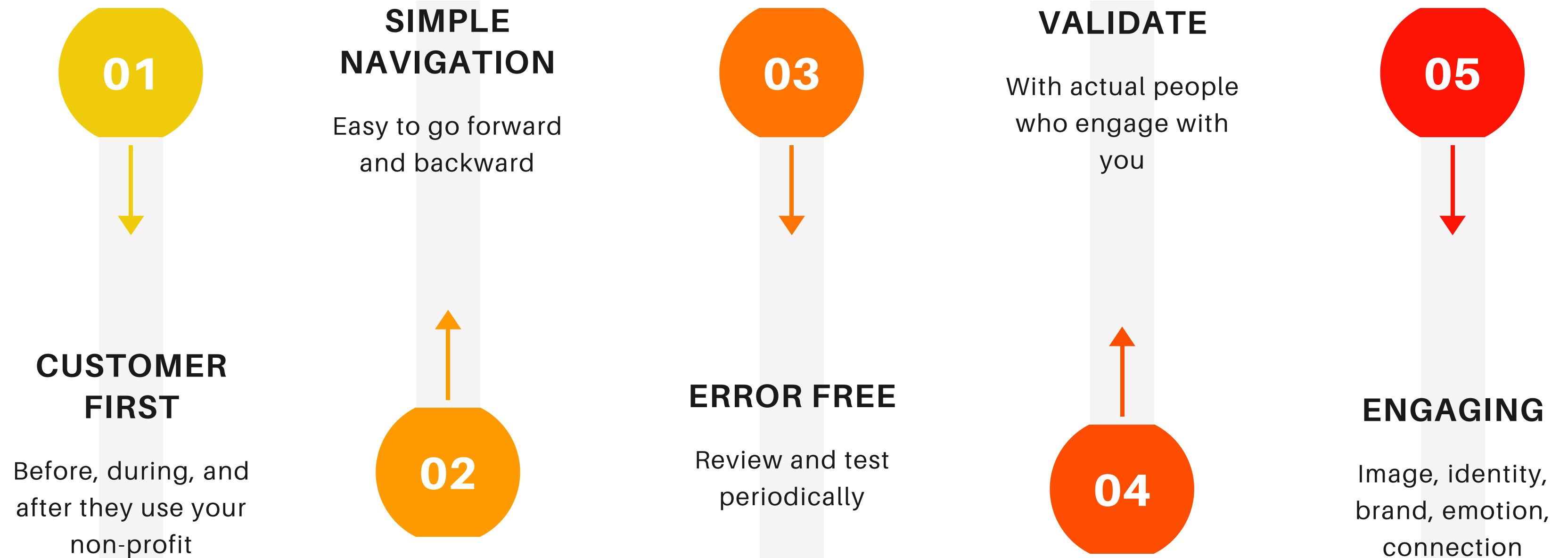


Tip 6: CHECK CONTENT

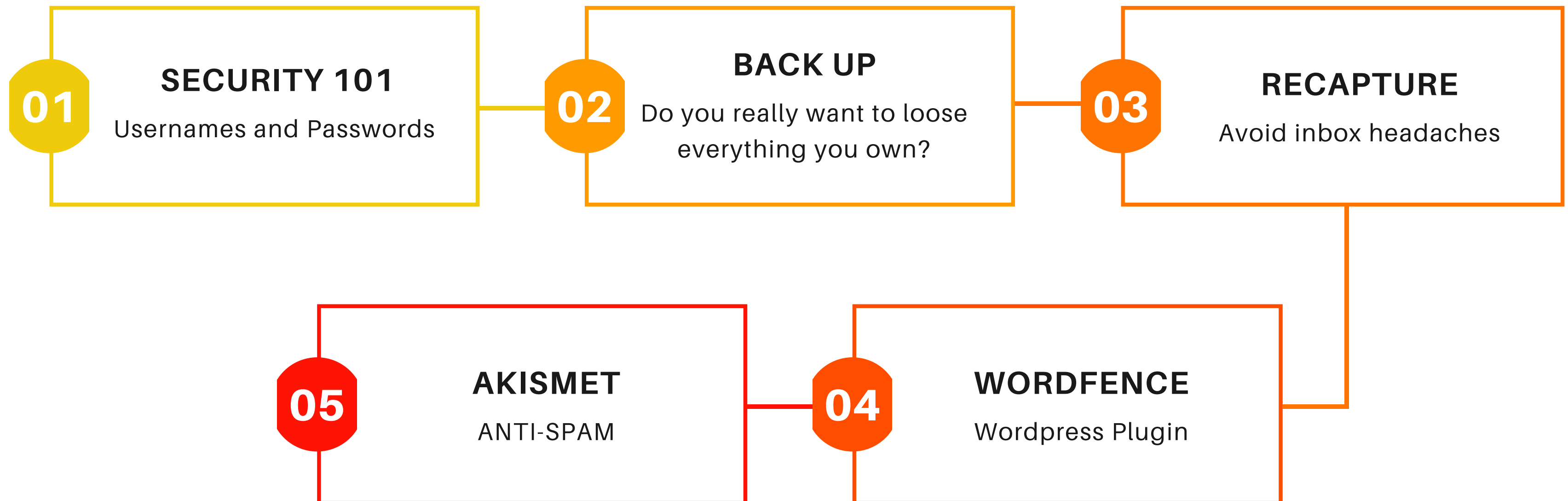


Tip 7: CHECK USER EXPERIENCE

Tip 8: CHECK DESIGN

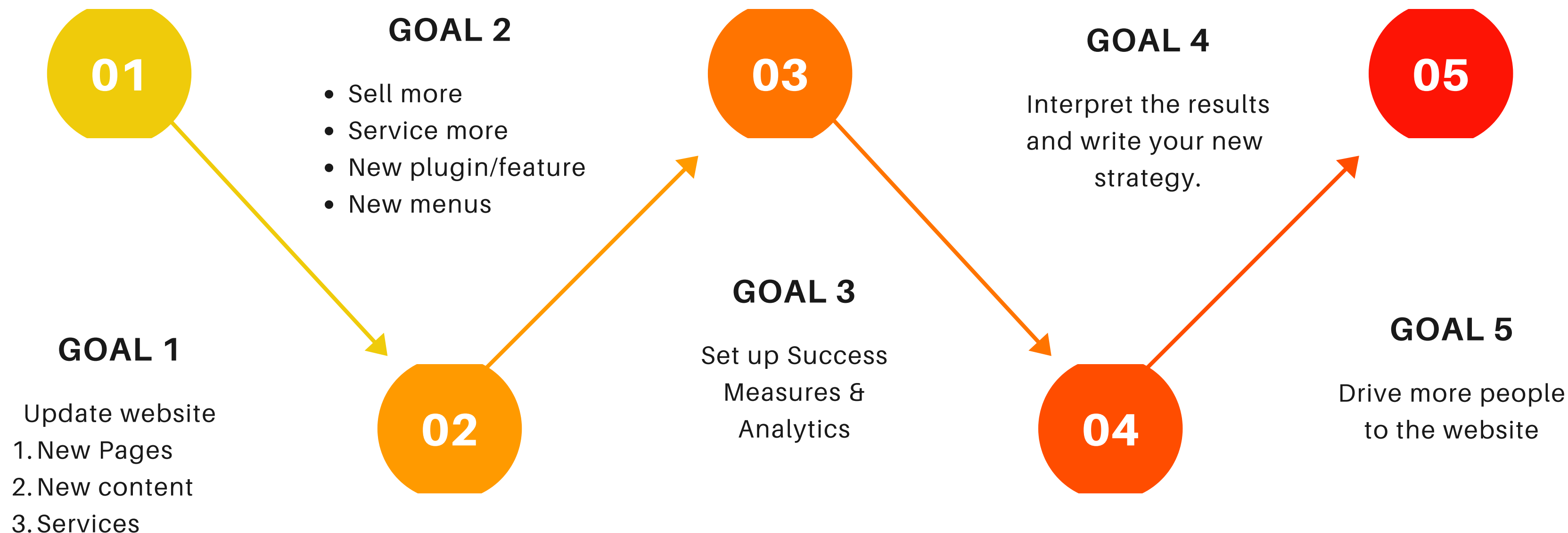


Tip 9: SECURITY & THE BACKEND



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 20 organisations.

Everyone who emails me will get my comprehensive notes

bel@digitalserviceslab.com.au

Expires: Wednesday 29 July



**DIGITAL
SERVICES
LAB**