

NONPROFIT WEBSITES

NONPROFIT INTERNET MARKETING CHECKLIST

HIGHLIGHTS AND CLIFFSNOTES OF THE NONPROFIT INTERNET MARKETING MANUAL

Congratulations on downloading the Nonprofit Internet Marketing Checklist!

This checklist was created specifically for nonprofit organizations that are seeking to market their message online. But, most importantly, the checklist is designed to help you create a more effective, intentional web presence than ever before.

CHANNEL 1: SEARCH ENGINE OPTIMIZATION

- Determine your target audience and what internal and external problems they are seeking to solve and that you solve.
- Make a list of the words and phrases they most likely type into search engines.
- Research those phrases using Google AdWords' Keyword Planner and find related phrases.
- Find out how many times per month those phrases are searched.
- Choose the top 5-10 phrases.
- Optimize your website content to target searches for those phrases by making your website relevant to them.
- Target additional phrases or further target your top phrases by creating pages optimized for those specific terms.

- Submit your website to Google and Bing using their webmaster tools and consoles.
- Add your location to Google and Bing maps.
- Customize your location and social network pages.
- Install Google Analytics into your website and create goals.

CHANNEL 2: PAY-PER-CLICK ADVERTISING

- Create a Google, Bing and Facebook account for your use in advertising your nonprofit organization.
- Learn about each system – how to create campaigns, ad groups and ads.
- Learn about how to research and choose the proper keywords to bid on.
- Learn about bidding strategies, match types and how to prevent wasteful clicks.
- Create your campaigns, ad groups and ads.
- Insert conversion tracking codes into your website to measure lead conversions and critical actions on your website.
- Create A and B versions of your ads to test ad copy response.
- Create landing pages that specifically speak to those who click on your ads and continue the conversation.
- Start your campaigns and measure results daily, weekly and monthly, refining them as you learn more about how your audience responds.
- Compare performance across the PPC networks and make changes based on what is working on each.

- Determine what social media platforms are appropriate for your nonprofit's goals and how to best utilize them.
- Create user accounts and pages for your nonprofit on the selected social networks.
- Customize your account and pages to coincide with your website's branding.
- Seed your accounts and pages with five to ten helpful pieces of content from your website, linking back to it.
- Begin by inviting friends, family, constituents, members and volunteers to your new social accounts and pages.
- Create a schedule for posting to each network based on the content that each will need.
- Post regularly, focusing on the needs of your audience more than self-promotion.
- Make use of public and private Facebook groups for collaboration and community.
- Measure traffic from your social media to your website. Quantify how effective your posts have been in driving traffic and adjust accordingly.
- Promote posts that produce great traffic to your website to amplify your reach and response.
- Answer messages that are sent to you by followers of your accounts and page as quickly as possible.
- Be sure to keep your posts engaging, entertaining and/or informative. Post one solicitation per 10-15 posts.

CHANNEL 4: E-MAIL MARKETING

- Decide how many e-mail lists you want to make available for your audience to subscribe to.
- Create measurable goals for each e-mail list.
- Design the e-mail template and content format for each mailing list.
- Add your lists and templates to your favorite e-mail list management software.
- Automate the assembly of your e-mail updates and set it to use content from your website.
- Create an editorial calendar and sending schedule for each list.
- Create a sample list and send a sample e-mail update to yourself.
- Measure the success of your e-mail marketing by the response you receive first, then measure open rates, clicks, bounces and forwards.

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CHANNEL 5: CONVERSION OPTIMIZATION

- Analyze each page and determine what you want your visitors to do as a response to the content of that page.
- Assess whether or not the page follows the AIDA (attention, interest, desire, action) formula. If not, adjust your page to use that formula.
- Check the title and main headlines of the page to be sure they use words and phrases related to your page's main topic.
- Add a link, button, or form to every page in order to provide visitors with a next step after reading your content.

- Use powerful presentation/sales language to inspire your visitors and provoke them to action.

CHANNEL 6: OTHER MARKETING METHODS

- Solicit related websites and ask for links back to yours.
- Publicize press releases and articles to other websites.
- Submit articles as a guest blogger to well-known blogs and online magazines.
- Post the link to your website to all industry-related directories and trade associations you are a part of.
- Create an exclusive Facebook group for donors, volunteers, constituents and/or the community you service to provide you with valuable feedback and continued conversation.
- Establish authority by offering downloadable tools, such as guides, outlines, checklists, videos, audio clips, etc.
- Create your own online broadcast by podcasting a daily, weekly or monthly show.
- Run display advertising through various display networks.
- Submit your blog to Google News for inclusion in its news network.
- Include all of your website and social media links on your printed materials.
- Create specialized tools such as surveys, assessments, questionnaires and calculators that provide visitors with a utility to use, play with, and recommend to other people.

- Apply for a Google advertising grant by going to <https://www.google.com/intl/ALL/grants/>.

CHANNEL 7: GET HELP BUILDING, ADVANCING AND MARKETING YOUR NONPROFIT WEBSITE

- Contact www.nonprofitwebsites.com for your Nonprofit Website Blueprint.
- Learn about our website planning, design, development, maintenance and marketing programs designed to help nonprofits grow and attract donors, volunteers, members and clients.

Want our FULL planning guide with detailed explanations and companion videos? Go to <http://www.nonprofitwebsites.com> now and access our Nonprofit Website Planning Guide.

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