WEB TIPS & TRICKS
IS YOUR WEBSITE AILING?

Whether your website woes are obvious or you're just looking to make some tweaks to make it more effective, **the simple step of examining your site with a critical eye is a step in the right direction.** You can start by knowing some of the most common pitfalls of site design. Take a look at the following signs of an ailing website, and use them as a guide to see if you can identify any areas where your site could use some adjustment.

7 Sure Signs of an Ailing Website

1. *Your organization's mission is missing.*
   Your home page should state your mission in about 15 words or less so that new site visitors can quickly understand exactly what your organization does.

2. *You spend more time building HTML web pages than creating your message.*
   Whether you are writing a paragraph for your home page, or crafting an email appeal, great content is the cornerstone of an effective website. Be sure to give it the time and focus that it deserves.

3. *Your content is "inside out".*
   If you use jargon and terminology that only insiders at your organization would understand or relate to, you risk alienating your site visitors.

4. *Your site visitors don't stick around.*
   In working with clients, Convio has found that more than 50% of first-time visitors will reach your site and leave within 30 seconds without viewing much of your content.

5. *Your site visitors can't get around without a compass and a map.*
   If your website navigation offers more than seven main options, you risk frustrating your site visitors and losing them forever.

6. *Your online donors want less (clicks, that is).*
   If site visitors must click more than once from any place on your website to make a gift, your site is not as donor-friendly as it should be.

7. *Your site visitors don't know how to get involved.*
   From your home page, could a first-time visitor quickly find two or three ways to get involved with your organization? They should be able to.

NONPROFIT WEBSITE FUNDAMENTALS
Building a Website That Supports Your Mission

For more tips and strategies on building a website that supports your mission, **download Convio's** *Nonprofit Website Fundamentals*: http://www.convio.com/websiteguide. Or contact us at **888-528-9501** or **info@convio.com**.

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