

As a non-profit professional you understand the importance of driving traffic to your website - you want to reach new supporters and build lasting relationships. Please use this worksheet as a guide in helping you achieve a strategy that can help you increase your website traffic.

- 1) **HOW DO YOU COMPARE:** From the webcast you saw a slide on Nonprofit Web Traffic Trends by Vertical. To get a better understanding of how your organization compares to other nonprofits we invite you to download a complimentary copy of the *Convio Online Marketing Nonprofit Benchmark Index™ Study* from [www.convio.com/benchmarks](http://www.convio.com/benchmarks).
- 2) **HOW TO ESTABLISH YOUR TRAFFIC BASELINE:** Before you can strategize about driving traffic to your site – it is good for you to understand where your organization currently stands. Ask yourself:

Question	Your Answer	Tips/Tools
What comprises your baseline traffic and where does it come from?		<i>Google Analytics is a great place to start building a picture of your site traffic. It's free and can be found here: <a href="http://www.googleanalytics.com">www.googleanalytics.com</a>.</i>
What websites are driving traffic to your site?		<i>Social Media is a great way to drive traffic. To view a free on-demand webinar on social media go to: <a href="http://www.convio.com/socialmedia">www.convio.com/socialmedia</a></i>
What offline sources are driving this awareness?		<i>Understanding where your website traffic is coming from and measuring your return on investment is critical to help you make future marketing decisions. View an article from our newsletter that discusses this issue at: <a href="http://www.convio.com/resources/newsletter/growing-your-web-traffic.html">http://www.convio.com/resources/newsletter/growing-your-web-traffic.html</a>.</i>
What key words are users entering to find you on search engines?		<i>Google offers a grant program up to \$10,000 worth of search engine marketing terms for nonprofits for free. Apply to the Google Grants program here: <a href="http://www.google.com/grants">www.google.com/grants</a>.</i>

- 3) **HOW TO CONDUCT A SEARCH ENGINE AUDIT:** Being easy to find through search terms on the Internet is key to connecting with your constituents and increasing traffic to your website.

Questions to ask yourself:

- How much of your Web site traffic currently comes from search engine referrers (i.e.: MSN, Yahoo, Google)?
- Benchmark your performance for target keywords; are other non-profit sites coming up instead?

4) **STEPS TO IMPROVE YOUR SEARCH ENGINE OPTIMIZATION**

- a. **Target keywords:** What terms are most important to the mission and campaigns of your organization? How popular are these search terms? Search Google, MSN, and Yahoo. Do these terms make good targets? Can we “own” these?
- b. **Content:** Content on your site is one of the most important factors for successful SEO - pages should provide valuable info that reference your specific key words
- c. **Title Tags and Meta Description Tags:** Title tag or Page title is one of the most important factors in how a search engine may decide to rank your web page - all search engine’s use title tag for “headline” in search results
- d. **Search Engine Submission Links:** take advantage of free submissions, but heed submission guidelines. Google offers free Webmaster Tools at [www.convio.com/webmasters/start](http://www.convio.com/webmasters/start).

5) **INCREASE THE NUMBER OF RECIPROCAL LINKS TO YOUR SITE:** To build your site traffic beyond your outbound marketing efforts, it is helpful to have partners or other related websites with a link back to your site. Compile list of sites to approach for reciprocal linking and begin contact via email, phone, etc.

Site Name	Related Content Area	Potential Pages For Linking	Contact Name

6) **INCREASE ONLINE SEARCH MARKETING & VISITOR ACQUISITION: SEM** (Search Engine Marketing) allows people who are searching on search engines to find you easily. People searching for the latest information on cancer research or a natural disaster are prospects prequalified to become donors. If they’ve taken the trouble to search, they are prime prospects to respond to your ads. Google offers a grant program up to \$10,000 worth of search engine marketing terms for nonprofits for free. Apply to the Google Grants program here: [www.google.com/grants](http://www.google.com/grants).

7) If you are outbound marketing with email; what are your current email communications and when do they go out to your constituents? Are you emailing all your constituents with every communication, or are you targeting your constituents with different messages based on their interests?

- Develop an editorial calendar for all scheduled communications
- Create plan around “Timely” communication needs



Austin | Berkeley | Washington, DC

888-528-9501 | 512-652-2600 | [info@convio.com](mailto:info@convio.com) | [www.convio.com](http://www.convio.com)