



How to Have a Successful Website

Presented by: RKD Group



What Matters?

Understand your goals & calls to action

Your website should work for your organization

- Determine what you want your site to do for you
 - Engage donors
 - Recruit volunteers
 - Lead generation
 - Drive revenue
- Where are your opportunities?
 - Utilize Google Analytics
 - Identify high traffic pages
 - Understand traffic nuances
 - Determine choke points

Why Does It Matter?

Each page on your website is an opportunity

Guide your website visitors to take action

- Establish baselines to determine value
 - Determine conversion rates
 - Identify pages driving revenue
 - Isolate top Exit pages
- Know your opportunity costs
 - How do you compare to your peers?
 - How effective at driving action are your top pages?
 - What is the difference between changes and the status quo?

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Measuring Success

Configure Google Analytics on your website

Set up Google eCommerce, Goals and Events

- Google eCommerce
 - Easily track revenue
 - Prioritize revenue driving pages
 - Set up tests and measure revenue response
- Google Goals
 - Track additional calls-to-action
 - Understand the path for users to take actions
 - Optimize key pages
- Google Events
 - Monitor defining engagements
 - Adjust experiences based on user behavior
 - Create content to appeal to visitors

6 Key Elements

Creative & Storytelling



Do you have a Giving Account (DAF)?
Put your charitable dollars
to work here >



A special message from Curtis
Welcome to St. Labre >



Give our children a brighter future
Join the Sacred Circle >



- Tell the whole story of who you are.
- Use compelling imagery.
- Refresh elements every 2-3 weeks.
- Use varied content blocks to add visual interest.
- Keep your brand consistent and top of mind.

User Experience



- Make it mobile optimized – not just mobile friendly.
- Don't be afraid of a long form page – scrolling is now second nature.
- Avoid using sliders.
- Think about your sitemap.
- Make sure the navigation guides users in the right direction.
- Make it seamless.

Need

AMERICAN BIBLE SOCIETY

GIVING PEOPLE ACCESS TO THE LIFE-CHANGING MESSAGE OF GOD'S WORD

HOME NEWS BIBLE RESOURCES WHAT WE DO WAYS TO GIVE ABOUT US CHANGE LIVES GIVE NOW >>



MATCHING GRANT DOUBLES YOUR GIFT 2X

PEOPLE ALL ACROSS AFRICA ARE TURNING TO JESUS THEY NEED BIBLES!

GIVE NOW

THE BIBLE IS CHANGING LIVES & COMMUNITIES WORLDWIDE

YOU CAN HELP »



YOUR GIFT BRINGS THE LIGHT OF GOD'S WORD TO CHINA »



PRAY FOR TEXANS HURTING AFTER HURRICANE HARVEY »



HEALING AND HEEDING GOD'S WORD »

- Use all of the available real estate to your advantage.
- Highlight specific campaigns when applicable.
- Always give people the option to donate, no matter where they are on your site.

Placement



- Don't overcrowd.
- Draw the user's eye where you want them to look.
- Put your highest priority items at the top of the page.
- Always have a give button as a part of your header, either at the very end of the navigation or in the top right.

Conversion

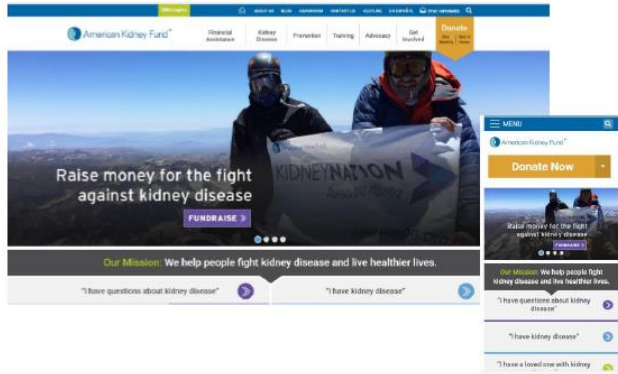
The screenshot shows a website for Brigham and Women's Hospital with a central lightbox overlay. The lightbox has a white background and a blue header with the text "Matching Gift Doubles Your Donation". Below the header, it says "Thanks to a special matching gift, every gift you make to BWH by May 1 will be doubled – up to \$25,000!". A central graphic shows a yellow forklift moving a box from a \$50 donation to a \$100 donation, with a large blue arrow pointing right. Below this, a table lists donation amounts and their doubled values:

\$50	Becomes \$100
\$100	Becomes \$200
\$150	Becomes \$300

At the bottom of the lightbox is a yellow button that says "DOUBLE YOUR GIFT NOW". The background website is dimmed, showing the hospital's logo, navigation menu, and various news articles.

- Make specific, clear calls to action.
- Provide multiple opportunities for conversion.
- Put yourself in the users' shoes – make sure you give the path to least resistance.
- Use lightboxes for special campaigns or urgent needs.

Testing



- Never set it and forget it.
- Website design is constantly changing – and so are users' expectations.
- Look at your analytics and determine chokepoints - then form hypotheses on how to fix them.
- Small tests can have a big impact.

Next Webinar: Holiday Giving

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