

TIPSHEET

Digital Life Hacks For Organizations of Faith

Six Hacks to Create a Click-Worthy Web Experience

Here are the top hacks for using your site as a tool to form strong, personal connections online.

1 Know Your Audiences

It's important for you to consider the unique needs of your potential donors, supporters, and volunteers when they come to your website, so you can create the best web experience for each group. A strategic web experience should incorporate both the goals of your audiences and the goals of your organization.

2 Share How You're Different

It's critical to show what sets your organization apart from other organizations of faith. Use your website as a platform to share the impact your mission has on the community and on the world. From videos and photography to awards, do everything you can to demonstrate your unique mission and what's most important to your organization.

3 Make It Easy

Simple and intuitive navigation is the cornerstone of a positive web experience. Can your supporters find the information they need quickly and easily? Consider conducting user experience testing to determine if the information your site visitors are looking for is just a click away.

4 Use Clear, Bold Calls To Action

Every page of your website should have clear calls to action, such as donate, apply, stay connected, and register. Encourage your site visitors to take next steps, for example: "Want to support us on our mission? Make a donation today!"

5 Keep Content Fresh

Is everything on your website up to date and accurate? Use social media and your blog to continuously pump out new content and keep visitors coming back. As a bonus, fresh content can also increase how you rank in search engine results pages.

6 Make It Responsive

Potential supporters are searching for information about your institution, current supporters are opening your emails, and others are trying to donate—all from their mobile devices. Make sure your site functions flawlessly on the small screen with a mobile-first web mentality and responsive web design.