Measure the Power of Your Website

Website Assessment

Please fill in your answers on the following pages to measure your website’s effectiveness.

1. Do you include a search function on your site for supporters to search for exactly the topic they are looking for?
   - Yes, on every page of the website
   - Yes, on homepage only
   - No

2. Do you include a basic site map with links in the footer navigation?
   - Yes
   - No

3. How many categories are included in your top menu bar navigation?
   - Three or fewer
   - Four or five
   - Six or seven
   - Eight or more

4. How many stories/articles appear on your website that tell how your organization is making a difference with its constituents?
   - Five or more
   - Three to four
   - One to two
   - None
5. How often does your organization add new content, articles or events to your website?
   - Daily
   - Weekly
   - Monthly / occasionally
   - Hardly ever

6. When an article is added to your website, do you include the publish date?
   - Yes
   - Sometimes
   - No

7. How often do you review your website traffic reports (analytics)?
   - At least weekly
   - Monthly
   - Quarterly
   - Rarely or never

8. How many employees in your organization can add content or events to your website?
   - Three or more
   - Two
   - One
   - None; we rely on external support

9. What type of platform or content management system (CMS) is your website built on?
   - A CMS that makes it drop-and-drag easy to update content
   - A CMS that makes it possible, but slightly difficult to update content
   - None that I know of / I don't have access to our CMS / or I don't know

10. Do you have a calendar view or listing of all your upcoming events on your website?
    - Yes, calendar view
    - Yes, list view
    - No calendar of events included

11. Does your website allow you to build event forms to allow people to register online?
    - Yes, our internal staff can add event forms to the website
    - Yes, we use a third-party service provider to build the forms
    - No, we use event management tools like Eventbrite
    - No, we use PDF forms that can be downloaded
    - No, we don't publish event forms for online registrations

12. Do you take credit card donations and/or event registration fees online?
    - Yes, we process through our own merchant account
    - Yes, we process through PayPal or another 3rd party service
    - Yes, but I’m not sure how it’s processed
    - No or not sure

13. Do you attempt to collect the emails of visitors to your page by asking them to sign up for your newsletter or event updates?
    - Yes
    - No or not sure
14. Which social media platforms is your organization active in weekly (check all that apply)?

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Snapchat
- Others

15. How do you manage the names and contact info of volunteers, members and/or donors who support your organization?

- Online donor database (like Bloomerang, Salesforce, Raiser’s Edge, etc.)
- Offline donor database
- Google Contacts, Outlook or another email tool
- Spreadsheet (like Microsoft Excel)
- We don’t manage them
- Other

Point Guide

1. 1) +1
   2) 0
   3) -1

2. 1) +1
   2) -1

3. 1) +1
   2) +2
   3) +0
   4) -1

4. 1) +2
   2) +1
   3) +0
   4) -1

5. 1) +2
   2) +1
   3) +0
   4) -1

6. 1) +1
   2) 0
   3) -1
   4) -2

7. 1) +1
   2) +0
   3) -1
   4) -2

8. 1) +2
   2) +1
   3) +0
   4) -1

9. 1) +1
   2) +0
   3) -1

10. 1) +1
    2) +0
    3) -1

11. 1) +2
    2) +1
    3) +0
    4) -1
    5) -2

12. 1) +2
    2) +1
    3) +0
    4) -1

13. 1) +1
    2) -1

14. +2 for 4>
    +1 for 3
    0 for 1 to 2
    -1 for none
    1) +2
    2) +1
    3) 0
    4) -1
    5) -2
    6) +0

15. 1) +1
    2) -1
    3) -1
    4) +0

Total

Gold (you set the standard)
Silver
Bronze
Time for a “do-over”
Firespring’s mission is to help you achieve yours.

We offer websites, printing, marketing and strategic guidance to thousands of nonprofits, brands and businesses.