OneEach Technologies Presents

Evaluating Your Website's Performance And Effectiveness

THE CHECKLIST

SCORE EACH

CHECKLIST ITEM

oneeach
technologies
a digital services company

Here's a comprehensive checklist we've created for nonprofits to use to evaluate the performance and effectiveness of your current website. Evaluating your nonprofit website against this comprehensive checklist will help identify areas for improvement and ensure that your online presence effectively supports your organization's mission and goals. Score as you go: 0=No, 1=Yes.

Website Design and User Experience

0=No, 1=Yes

Score	Evaluation
	Responsive Design: Is the website mobile-friendly and responsive to various screen sizes and devices?
	Navigation: Is the website's navigation intuitive, making it easy for visitors to find information?
	Page Load Speed: Does the website load quickly to prevent visitors from leaving due to slow load times?
	Readability and Font: Are the fonts and text sizes easy to read, and is the content well-organized?
	Visual Appeal: Is the website visually appealing, with a professional and cohesive design?
	Images and Multimedia: Are images and multimedia elements optimized for fast loading, and do they enhance the content?
	Sub-Total Points (6 Possible)

Content Quality and Relevance:
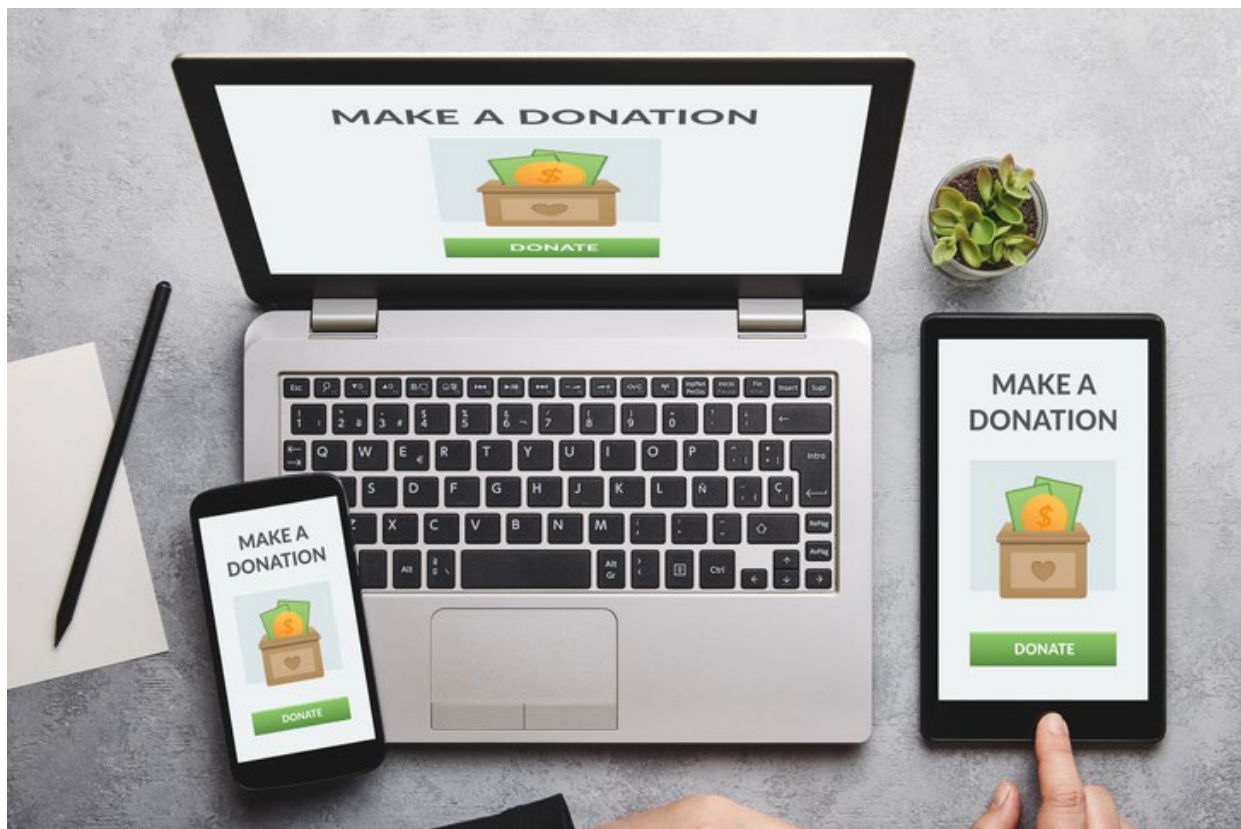
0=No, 1=Yes

Score	Evaluation
	Mission and Impact: Is the nonprofit's mission clear and prominently displayed on the website?
	Fresh and Updated Content: Is the content regularly updated to reflect the latest news, events, and achievements?
	Engaging Content: Is the content engaging and compelling, encouraging visitors to explore further?
	Call-to-Action (CTA): Are clear and effective CTAs in place to guide visitors towards desired actions, such as donating or volunteering?
	Storytelling: Does the website effectively tell the nonprofit's story and connect emotionally with the audience?
	Sub-Total Points (5 Possible)

Functionality and Interactivity:

0=No, 1=Yes

Score	Evaluation
	Contact Information: Is the contact information easily accessible for inquiries and support?
	Donation and Fundraising Tools: Are the donation and fundraising features user-friendly and secure?
	Forms: Are online forms, such as volunteer sign-up forms, easy to use and functional?
	Search Functionality: Does the website offer a search feature to help visitors find specific information?
	Social Media Integration: Are you effectively integrating social media in your website for wider reach and engagement?
	Sub-Total Points (5 Possible)

Accessibility and Inclusivity:

0=No, 1=Yes

Score	Evaluation
	Accessibility Compliance: Is the website designed to be accessible to individuals with disabilities, in compliance with relevant regulations?
	Sub-Total Points (1 Possible)

Performance and Security:

0=No, 1=Yes

Score	Evaluation
	Website Speed: Has the website been optimized for performance, and are loading times acceptable?
	Website Security: Is the website protected against common security threats and regularly updated?
	Sub-Total Points (2 Possible)

Analytics and Tracking:

0=No, 1=Yes

Score	Evaluation
	Google Analytics: Is Google Analytics or another web analytics tool in place to monitor website traffic and user behavior?
	Conversion Tracking: Is conversion tracking set up to monitor the success of various calls-to-action?
	Sub-Total Points (2 Possible)

Search Engine Optimization (SEO):

0=No, 1=Yes

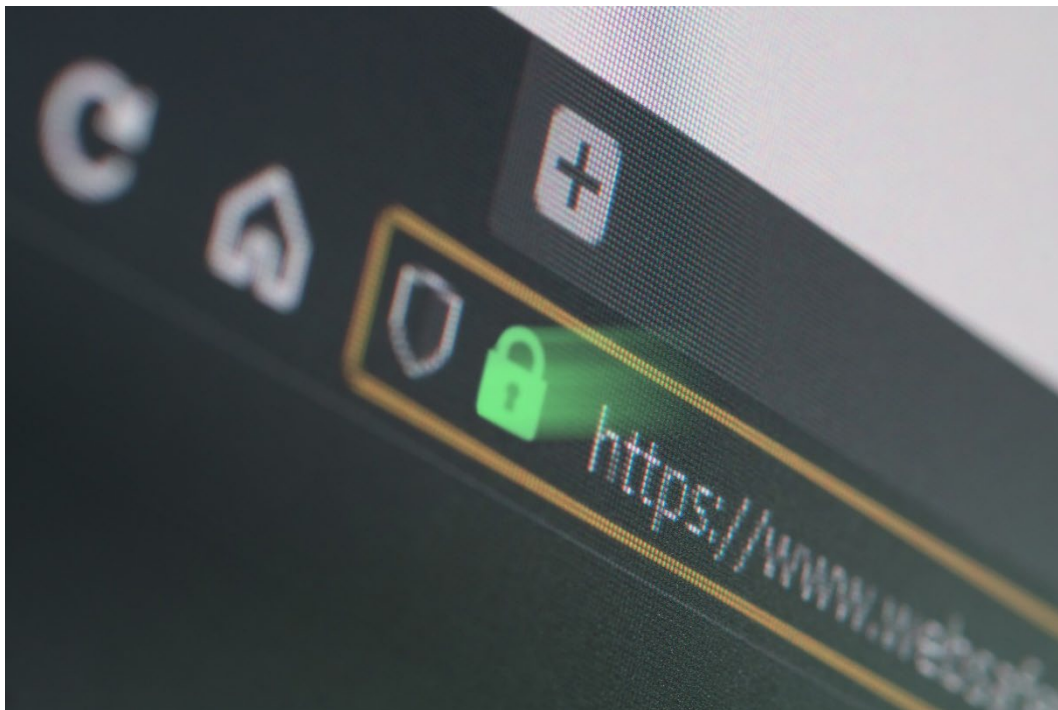| Score	Evaluation
	Keywords: Are relevant keywords effectively integrated into the website's content?
	Meta Tags: Are meta titles and descriptions optimized for search engines and user click-through?
	Sitemap: Does the website have a sitemap for better search engine indexing?
	Sub-Total Points (3 Possible)

Compliance and Legal:

0=No, 1=Yes

Score	Evaluation
	Privacy Policy: Is there a clearly stated and accessible privacy policy in compliance with regulations?
	Copyright: Are all images and content properly attributed and in compliance with copyright laws?
	Sub-Total Points (2 Possible)

Compatibility:

0=No, 1=Yes

Score	Evaluation
	Browser Compatibility: Is the website compatible with major web browsers (e.g., Chrome, Firefox, Safari, Edge)?
	Device Compatibility: Does the website work well on various devices (desktops, laptops, tablets, smartphones)?
	Sub-Total Points (2 Possible)

Performance and Loading Speed:

0=No, 1=Yes

Score	Evaluation
	Website Performance: Is the website optimized for speed and does it load quickly?
	Sub-Total Points (1 Possible)

Monitoring and Support:

0=No, 1=Yes

Score	Evaluation
	Regular Maintenance: Is there a schedule for regular maintenance and updates of the website?
	Support Contacts: Are clear support and maintenance contact details provided?
	Backups: Are regular backups of the website data and content in place?
	Sub-Total Points (3 Possible)

Find out how your website scored. Add up each of your Sub-Total Points and put your total points here:

Sub-Total Points	Evaluation Topic
	Website Design and User Experience
	Content Quality and Relevance
	Functionality and Interactivity
	Accessibility and Inclusivity
	Performance and Security
	Analytics and Tracking
	Search Engine Optimization (SEO)
	Compliance and Legal
	Compatibility
	Performance and Loading Speed
	Monitoring and Support
	Total Points (32 Possible)

Once you've evaluated your website, determine if its performance and effectiveness are at the levels you want them to be.

If your website needs help, **Contact Us**! With 25 years of experience working with nonprofits, we've got the solutions you need.