Website Planning
For your charity

A free template to help charities plan for building a new website

A guide by Reborn Media
www.rebornmedia.co.uk

Reborn Media
web+graphic design

Who is your ideal user/visitor?

Understanding what your ideal visitor is like allows you to tailor your sites content to suit them. Questions to ask might include: What are they like? What are their motivations? What is their job/role? What is their age/gender and background? Why are they visiting your website? What is their motivation?
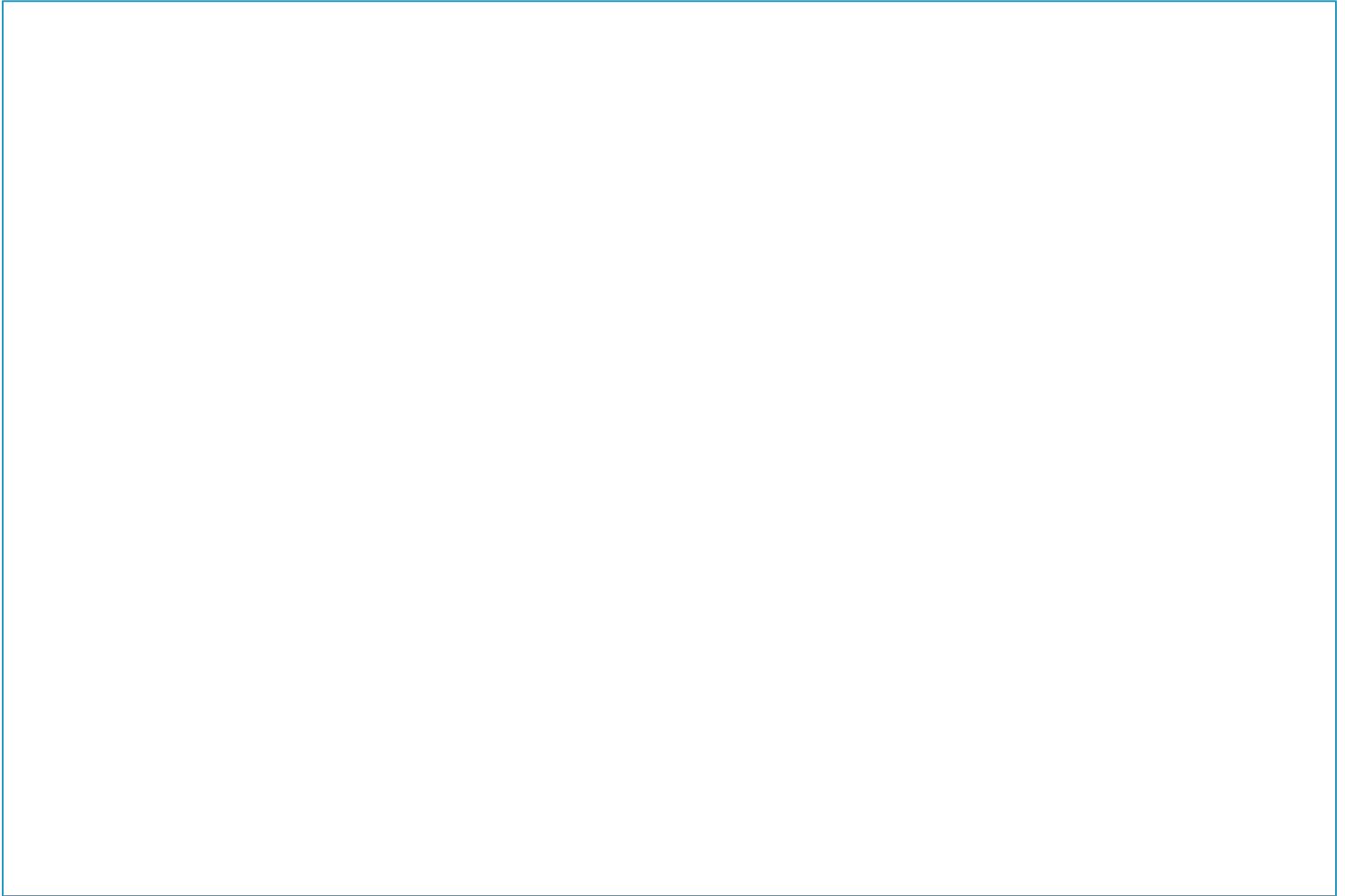
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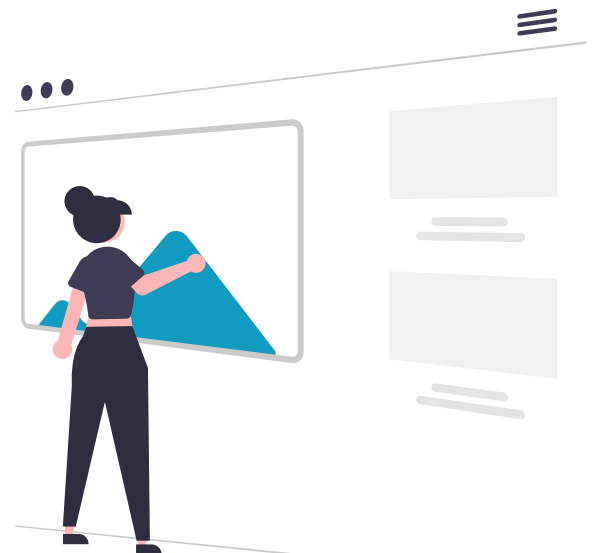
How are you going to reach them?

Once your website is up and running you are going to need to drive traffic to it. A good place to start this process is identifying where your potential visitors and supporters currently spend their time. You can then engage them where they are. This might be through social media, email marketing or organic search and PPC campaigns?

How are you going to reach your target audience?
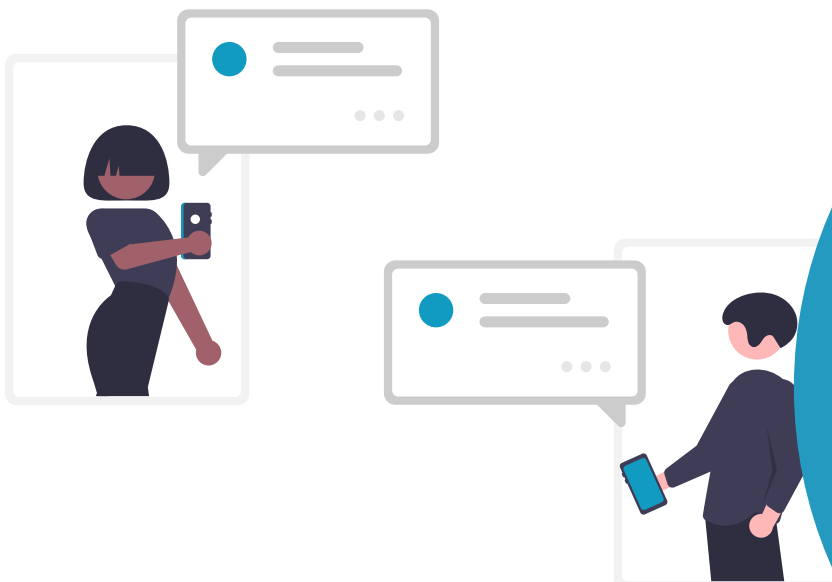
Top hint

It is a good idea to avoid relying on a single marketing channel. Social media companies can change algorithms and PPC campaigns can face new unexpected competition.

Having multiple marketing channels can help reduce the risk and give more options.

How will you convince your users?

Once you have the attention of your user you will then need to be able to convince them to take the action you want. A key part of that is understanding the barriers that stand in their way. Examples might be a lack of trust or they don't see enough value in your offering. Your website should help bridge these gaps.
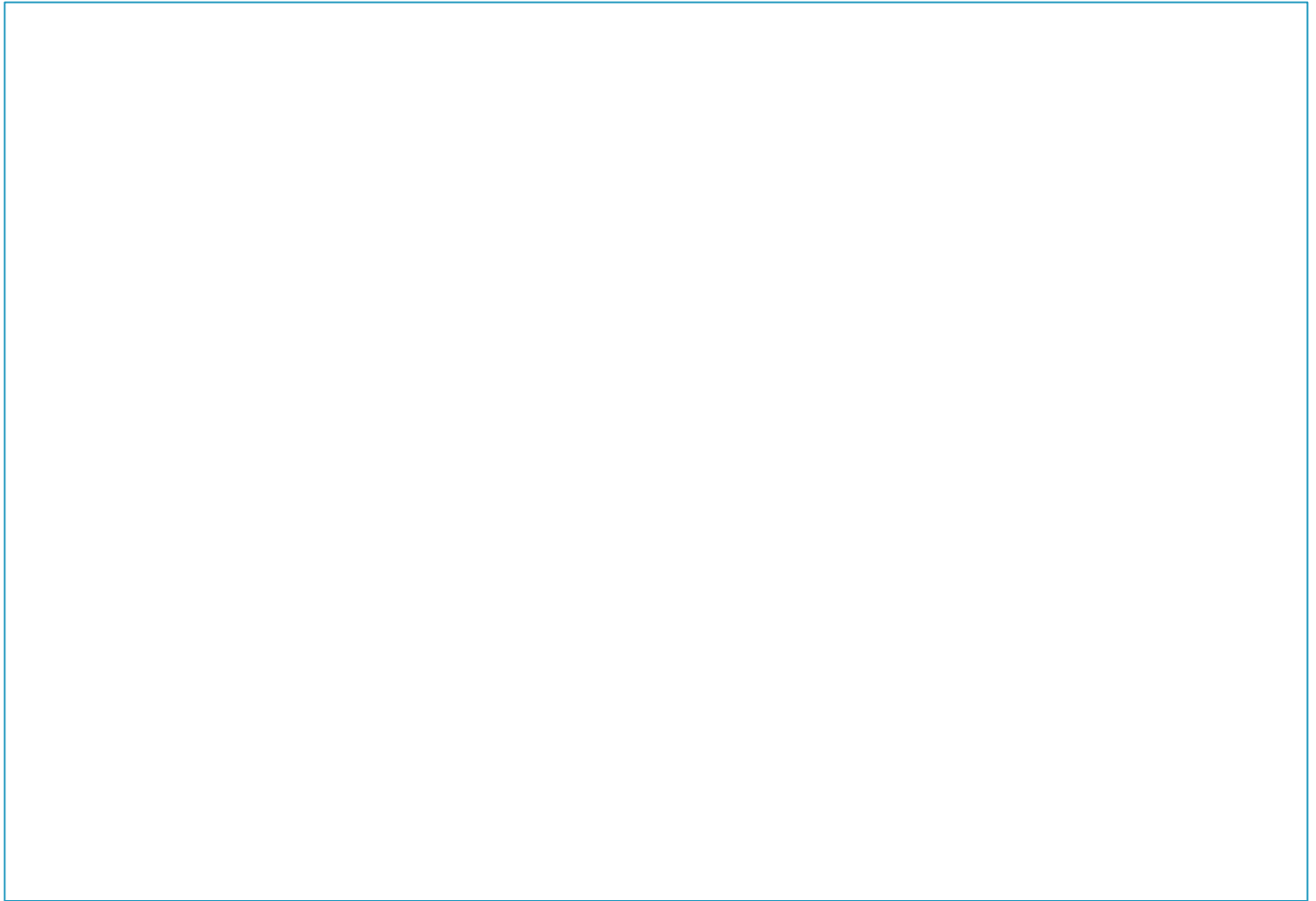
ⓘ Top hint

Some objections your users have might be too big to deal with in one go. Consider breaking down your main goals into smaller steps. For example signing up for a newsletter is a step to becoming a volunteer.

Think of ways you can nurture your users as they discover and learn more about you.

How will you measure success?

How will you know what areas of your website are working and what areas need to change? It is important to be able to measure the progress and success of your efforts. What goals do you have? How do you measure them?

Top hint

You might need to break down some of goals and work out how you can measure the small steps to understand the user journey.

There are lots of tools and software available that can help measure and track your success.

Next Steps

By answering the questions set out in this template you are giving yourself a much better chance of designing and developing a website that had greater impact and is far more focused on your goals.

The next step from here would be to start to start to write and develop your key marketing messaging and design a site map to show how your website will be structured.

If you have an existing website we would highly recommend running a full website audit. This would help highlight key areas including your current visitors behaviour, what pages are currently popular (or not) and discover what external websites are currently linking to you.

To find out more about our website audit service please visit www.rebornmedia.co.uk/charity-website-audit

✔ Book your Free Charity Website Consultation

For help in developing and planning your website project further, why not book a free discovery consultation with us.

Book a consultation at www.rebornmedia.co.uk/discovery-consultation