

33 Tips to Drive People to Your Website!

1. Social networking. (goal-driven and well-branded)
2. Be the information source of choice for your mission.
3. Always be sending people to your website.
4. **Consistent** branding everywhere.
5. Get your 990 in shape.
6. Register with Guidestar. (<http://www2.guidestar.org>)
7. Register with volunteer sites: www.volunteermatch.org, [servenet.org](http://www.servenet.org), www.idealists.org
8. Search Engine Optimization (SEO)
 - a. Use [websitegrader.com](http://www.websitegrader.com) to monitor SEO effectiveness
9. Search Engine Marketing (SEM)
 - a. To see incoming links, type “link:yourwebsitename.org” into Google (without quotes)
 - b. Submit blog to technorati.com
 - c. Use alt tags for images
 - d. Get listed on Open Directory Project (dmoz.org)
10. Set up Google Alerts about your organization.
11. Check out Google Grants for AdWords.
12. Conduct a wealth-screening of your database, Zillow.com (real estate site)
13. Grant Sources: www.grantstation.com, foundationcenter.org, nozasearch.com
14. Affiliate Marketing: www.freelanthropy.com
15. Branded Toolbars: www.browsercast.com
16. Register multiple versions of your domain name.
17. Publish your website on **everything**.
18. Develop a privacy/security policy, www.the-dma.org/privacy/creating.shtml
19. Collect email addresses from as many people as possible.
 - a. Ask!
 - b. “Fees and Trees” – appeal to people about saving money and paper by going digital.
 - c. Make it very easy – put a signup on the homepage.
20. Email list management.
21. Spam minimization.
22. Voice broadcasting / Message broadcasting.
23. Ask for referrals.
24. Promote your site in newsgroups and mailing lists.
25. Create a disaster plan.
26. Develop an internet strategy.
27. Integrate online and offline fundraising initiatives.
28. Make one person handle the website.
29. Issue press releases and announcements.
30. Create compelling content containing both text and images.
31. Solicit input on your site from a variety of people (not just your board!)
32. Consider a soft launch vs. a hard launch.
33. Keys to an “e-philanthropy site”
 - a. Dynamic homepage: goals, history, press releases, what’s new
 - b. Photo albums
 - c. Donor Hall of Fame
 - d. Videos