

MediaTrust

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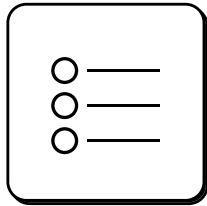
# websites unlocked toolkit

A toolkit created by **Media Trust** and digital experts **Few and Far** to unlock your charity website's full potential.

Funded by:

wcit  
CHARITY





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# A toolkit to **unlock** your charity website's full potential

Welcome to the Websites Unlocked Toolkit. This workbook and guide will help you unlock your charity website's full potential through strategy planning, activities, tools and digital tips. You'll learn how to improve your website and make it work harder for your organisation.

This toolkit is funded by the WCIT charity, and created by Media Trust in partnership with Few and Far.

Media Trust believes it's by giving everyone a voice that we'll get to a more equal society.

We work with charities to strengthen their storytelling, campaigning, press engagement and digital communications, through training delivered with media industry partners and by matching media industry volunteers with charities looking for communications support.

Few and Far are a creative studio based in Leeds, UK who through branding, website development and consultancy, help charities make our world a better place.

The expert advice, guidance and tools suggested in this toolkit come straight from the experts at **Few and Far**, to provide you with the best possible resources to move your charity's website forward.

**Ready? Let's go!**

# How it works

This toolkit is split into **five key topics** related to website strategies and actionables to make your website work harder for your organisation.

Each of the areas covered has related activities for you to complete as you progress through the toolkit and we've even provided a handy checklist at the back of the toolkit to keep track of your progress.

We understand people are at different stages with their website and will be coming to this toolkit with different priorities.

You're able to jump to any section that is most relevant to you at any point but we recommend reading through it **at least once in order** to get a sense of the format.

You might come across some new things you didn't know about before!

Before we jump in...

# Why are websites important?

Your role means you're always having to move quickly. You're busy, you're doing three things at once and maybe you forgot you said you'd help to prepare for a big fundraising event next week.

Perhaps you're part time, and maybe even the only person in the charity who does the marketing and communications.

If only you had someone (or something) that worked **24 hours a day, 7 days a week, 365 days a year** to promote your charity, highlight your impact, bring in donations and support both those that you help and you in your day to day role.

## That's your website!

With a little care and attention it can do all of that and much more...

You might believe right now that your website is hopeless, that it's not fit for purpose, that nobody views it, or nobody can find what they need. But that's not the case and most of your issues can be resolved quite easily.

When new people start in your organisation, they need training and time to settle in. When you invest in them at the beginning, you quickly start to see the benefits.

Websites are like that too - and we're here to tell you you don't need to throw your current website away and replace it with a shiny new one.

You need to spend some time with it, provide a little TLC, and it'll start to work wonders for you.

**"...But, I know our website needs work and investment, it's my CEO who doesn't!"**

### *We get it.*

It's not always about you knowing the importance of your website. Perhaps it's your boss, a trustee or some other key decision maker that doesn't see the value. If you can't get them onside you might struggle to get the time or the budget to help you make major improvements.

Don't worry. We've got your back.

When it comes to making the case for improving your website, you can't beat facts and figures. This toolkit will cover how to analyse your website's performance and create a plan to improve what you have. You'll come away with the data you need to win over any tech-shy stakeholders.

# Glossary of Terms

## Bounce Rate

The percentage of visitors who enter your website and then leave (rather than continuing to view other pages).

## CMS

Content Management System. The platform your website is built upon which allows you to edit and manage your content; such as Wordpress, Squarespace etc.

## Google Analytics (GA)

Google Analytics is an analytics service that tracks and reports on your websites traffic. We're now on version 4 of the service, more commonly known as GA4.

## KPI

Key Performance Indicator. We're going to be creating metrics to base our websites success on to give us focus and challenge assumptions.

## WAVE

Website Accessibility Evaluation Tool that can check your website against the W3C standard for accessibility.

## WCAG

Web Content Accessibility Guidelines, developed by W3C. We're currently on version 2.1 of the guidelines.

## W3C

The World Wide Web Consortium developed the international standards for the internet. Their current level of accessibility standards is called WCAG.

# 01.

## Understanding where you are **now**

Using Google Analytics and website analysis tools to understand how your website is performing right now.



**T**he first place to start on your journey to unlock your website's potential is to understand more about where you're at with your website. How old is it, how does it perform, how many users access your content and how the website is rated against industry standards.

There are two important things to look at:

**1. Users** - That's the people who come to your website and the things they do when they're there (we call those things 'behaviours').

**2. Content Performance** - What's on your website pages, whether people are looking at it, and how they interact with it.

We might *think* we know who visits our website, but often we make assumptions that can lead to false conclusions.

A great way to get to know who your **users** are and how they interact with your website is by using a powerful tool called **Google Analytics**.

Your **content performance** will initially be based on analysis tools that highlight how **accessible** your pages are.

## Accessible?

Having an accessible website doesn't mean your website just works better for disabled people. It means your website and its content is more accessible to **everybody**.

It's fundamentally about considering your users and their situation. Do they have a disability, are they using assistive technology, like a screen reader, are they in a rush, are they on a slow internet connection, are they in crisis and quickly need help?

We'll touch on accessibility throughout the toolkit and provide tips and tricks to help make your website and its content more accessible to all.



# Google Analytics (GA)

The best place to start with understanding your website's current performance is by accessing your **Google Analytics** account. Haven't got one? **Register now** for free.

This is a wonderland of insight related to how many users have visited your website, what pages they went to and how long they stuck around for. It's a place that will instantly get you up to speed with what is and isn't working on your website and what you'll need to focus on next.

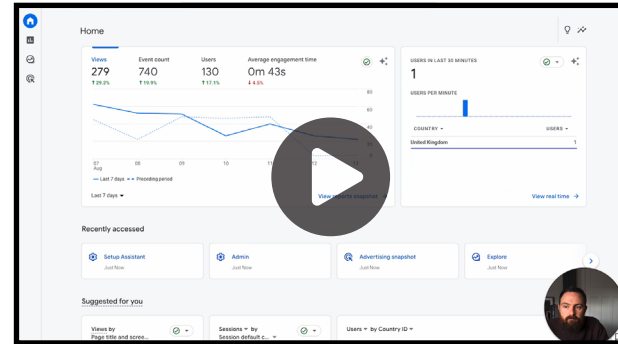
## Starting with GA

Accessing GA is straightforward, but once you're logged in there's a lot to look at and see; but don't worry we're going to traverse the noisy dashboard of GA and get to what's really important in just a few clicks.

## Logging in to GA

1. Visit Google Analytics and hit the 'Sign in to Analytics' button at the top
2. Sign in with your Google login credentials (see the next page for information on logging in and gaining access if you're struggling)
3. Along the top navigation bar, ensure 'All accounts >' is set to the correct Account
4. You're ready to go!

## Dashboard & GA4 Introduction



In this video, we'll provide a brief overview of Google Analytics 4 and introduce the key concepts that differ from Google Universal Analytics.

We also explain how to:

- Access default reports
- Access path explorations
- User acquisition and location information
- Advertising snapshots
- Admin area and Setup assistants

## A process for measurement

At this stage, you should be able to access and understand the activity of your users on your website using GA's data, such as where your traffic is coming from or what pages are popular. This is something you can track long-term over the life-cycle of your website to keep your content relevant and your website performing at a high-level.

We'd recommend checking back in with your analytics around **every 90 days**, especially if you make substantial changes to your website (based on this lovely toolkit).

GA has a default view for your data over this period of time anyway, but also 90 days allows time for your changes to take effect and to have a good chunk of time to compare against.

### Google Analytics access

This toolkit presumes you have Google Analytics installed on your website. Without it, it's hard to get insight into your site's performance and to gain insight on your users behaviours.

Don't worry, you may have GA implemented and don't know it; speak with the person or agency who made your website, or someone else in your team if you aren't sure. You can be granted access to GA even if you don't currently have access.

For further training on GA, check out [this resource](#) or learn more on GA4 on the Media Trust website.

# WAVE Accessibility Tool

Your website's user data found in Google Analytics helps us understand **where they go and where they leave**. But understanding **why they left** means looking a little more closely into your website's pages and their functionality to understand the factors that may be causing users to leave.

Right now you may not understand how 'good' or how 'bad' your website is in relation to your pages and content being accessible.

It's important we get up to speed with that so we can make improvements to ensure as many people as possible can access what they need: this is where the WAVE tool comes in!

WAVE stands for 'Web Accessibility Evaluation Tool' and it's a handy one-click resource that instantly provides visual feedback on the accessibility of your website and suggestions on how to improve it.

WAVE comes in two forms, the **official website** and a browser plugin.

Whichever you use, you will be given analysis and a report of the accessibility issues your website. In the next activity you will begin to document the issues you find. Remember, accessibility is not a target we aim for, you can't be "fully accessible". Instead, being accessible is about making a conscious effort to continuously improve the user experience of your website.

Once you have documented your errors and alerts you can keep these as a record and as you make improvements to your website in the future you can remove them from your list. We'd recommend checking your key pages once a quarter and in an ideal world doing an annual audit of your whole website.



## Activity: Using WAVE

Later you can install the plugin, but for this exercise we just want you to visit the **official website** and enter the address of your charity's website in the 'Web page address' field situated at the top of the page.

Hit go and wait a few seconds. You'll see that the website you submitted now appears on the right with some icons overlaid. On the left you'll see a *Summary*, this is the analysis related to the accessibility of your website.

**What do you see?** How many errors and alerts are there? Tens, hundreds? Don't worry, it's better to know and understand what these errors are now, because they'll usually be quite easy to fix.

**List the Errors and Alerts.** It's important to note that this summary is for the page you specifically analysed, it's not a summary of every page on your website. As we delve into more of this toolkit, and start understanding the pages that our users will commonly land on, we can use WAVE again to analyse those pages too.

## Errors and alerts explained

We haven't listed every error or alert you may see, but here are some common ones to be aware of:

- **Missing alternative text**

Images on your website lack an alternative description to explain to users with screen readers (and search engines) what the image represents.

- **Suspicious alternative (or link) text**

This isn't necessarily as suspicious as it may seem... it may be that the link or image lacks enough description to be a valid alternative for users who rely on it.

- **Very low contrast**

The difference in colour contrast between the highlighted foreground colour and background colour is too low. This means users with impaired vision may struggle to see the difference between two colours; important when considering it may prevent someone being able to correctly see or interact with a button or navigational link on your website.

- **Missing form label**

You may have a field, such as a newsletter field, but there will be no HTML element to describe what the field in the form is for.

For users who cannot see the design of your page - such as someone who is blind - they'll use a screen reader to inform them there is a form to fill out (e.g. for taking a donation) and without the label, they won't know what the form is for.

- **Redundant link**

A broken or dead link, or an additional link that isn't correctly formatted. This is a good one to be aware of, as it may mean your users are clicking something that takes them to a dead end.

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To find out more on what to look out for, see W3C's 'How to meet Web Content Accessibility Guidelines' quick reference guide [here](#).

# 02.

## Your **users** and behaviours

Understanding more about your users and their behaviours when interacting with your content - from bounce rates to goals.



**N**ow that you have some understanding of your website's current performance, what's next? Well, having a great website is only great if it gets your users to where they need to go in a timely manner. It's not all about looks, people.

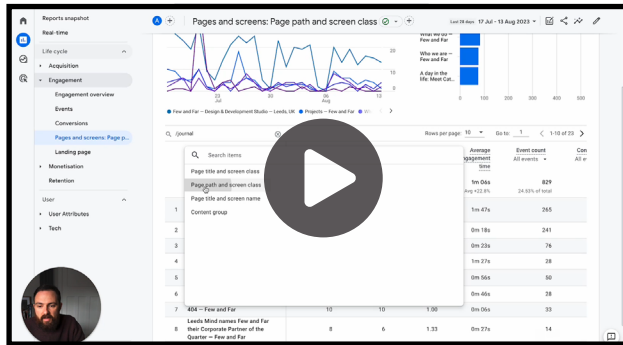
Understanding who your website's users are and how they behave on your website enables you to **delve deeper** into how users might be accessing your content, what is attracting their attention and also what's causing them issues and reasons to leave.

By understanding more about your users alongside the learnings from Section 1, you'll be able to make more meaningful, **insight-led decisions** on how to improve your website moving forward.

# Diving into Path Exploration

Using the power of our friend Google Analytics, you can delve a bit deeper into more advanced reporting and dataflows to see how people are **navigating your website** currently. What pages they went to, how they got there, and even where they came from originally. User Reports and Explorations are in two separate parts of the Google Analytics dashboard and that's what we're going to focus on.

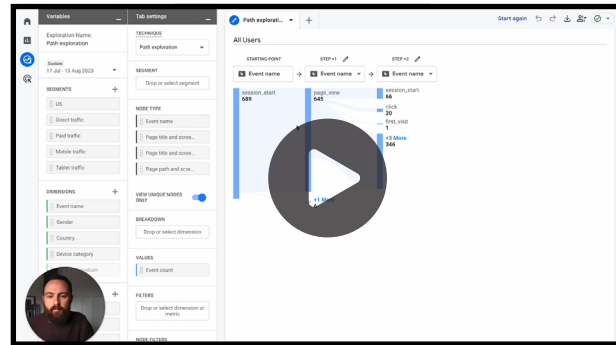
## Basic Reporting and exporting



In this video, we'll guide you through the process of using GA reporting to gain insights into website engagement. We'll explore the basic reports provided and learn how to use custom tools for deeper insights.

We'll also show you how to track specific pages, set up reports, compare data from different time periods and export your reports for further analysis.

## Diving in to Path Exploration



In this video, we'll guide you through the exploratory features of GA to gain a more interactive view of your website's data. We'll be focusing on path exploration, which allows us to analyse user journeys on our website. By understanding where users start and end their sessions, as well as the pages they visit in between, we can make informed decisions to improve user experience and optimise our website.

# Bounce Rate

Wouldn't it be great to understand how many people are coming to your site and leaving after viewing only one page? Knowing where people leave after just one page visit would allow us to focus on certain areas to make people stay, right?

Well that's an insight you can find through GA; and it's called **Bounce Rate**.

We often see organisations comparing bounce rate: "what's yours?" or asking "What's a normal bounce rate?". But the truth is, every organisation and its users are different.

Users come and go to your website for different reasons, in different situations and at different times of the day, so there isn't really a one-size-fits-all answer to what makes a good bounce rate.

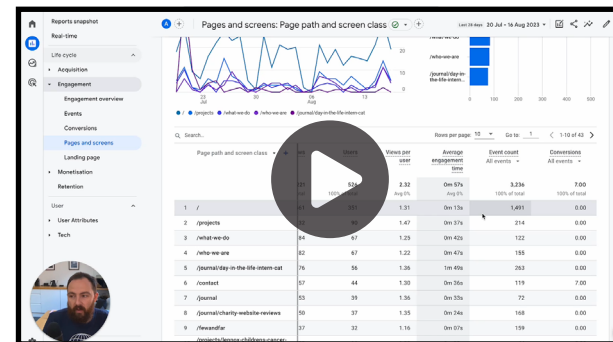
It's easy to say that having a very low bounce rate (or none at all) is the goal or the ideal, but that's unrealistic. We all go to websites, get what we want (hopefully) and leave - you still left the website and that doesn't mean it did a bad job.

What is important is seeing where people leave (bounce) and understanding how that compares to other pages on your website. For example if your 'About us' page has a larger bounce rate than other pages, what's the reason for that?

- "Maybe the About us page doesn't answer the question our user had?"
- "Maybe the About us page is broken or inaccessible?"
- "Maybe the About us page doesn't provide relevant signposting to other sections and feels like a dead end to most of our users?"

These are all reasons to understand bounce rate and the power it provides you with when deciding where to focus your energy on what needs improvement on your website.

## Bounce Rates in GA



In this video, we explain the concept of bounce rates and engagement in GA. We discuss the relationship between engagement rate and bounce rate, and how Google defines an engaged user. Understanding these metrics is crucial for optimizing your website's performance and identifying pages that need improvement.



# Personas

You may think you know who your users are, but users come in many different forms: mobile-only users, volunteers, researchers, supporters etc.

When you consider who they are, they will have **different goals** and **different ways of accessing information** on your website too.

In the example of a supporter, a supporter wants to know about your latest events, or other ways in which they can support or donate to your organisation.

A client (or service user) is very different, they're wanting to know more about your support services, about you and how to get in touch.

These are all different sections and pages on your website and by outlining personas we ensure we're addressing their needs and what's important to them.

Doing this helps users self-identify with content that is relevant for them.



## Activity: Outlining Personas

- **List out your different users and their relationship to your organisation**
- Choose your main 3 users and create personas for each of them.
- What do you know about their basic demographics? Location, age, gender?
- What about their digital behaviour? How are they likely to visit the website? On mobile or desktop? Are they time-poor? Digitally savvy?
- Why are they visiting the website? Are they looking for support? Or to volunteer?
- What are their goals? What do they want to achieve from visiting your website? What might be stopping them achieving their goals?

Here's an example of a persona, or you can use the Audience Persona Template provided by Media Trust [here](#) if you'd like more guidance.



### Parent / Carer

- Leeds
- Between 20-40 years of age
- Female
- Likely using mobile or tablet
- Good understanding of technology
- Probably quite time poor or in a situation where they don't have much time to browse
- In need of support resources, or potentially our urgent help service
- More likely to use our resources than call us directly
- Main reason for accessing is to use resources and to quickly know if we're an organisation they can trust
- A barrier to achieving the goal is: lack of trust, no visibility of accreditations, the download file is too big to download on mobile

# 03.

## Track performance & challenge assumptions

Outlining metrics you want to use to track performance and challenge organisational assumptions around KPIs.



**T**he dreaded KPI (Key Performance Indicator); we all have performance targets we need to meet as employees, but it's unlikely that your website has any. Let us tell you a little more on why it should have some and how it can help you long-term.

Remember what we said earlier on about how your website can be like another member of the team? Well if we make them *part* of the team, we want to ensure we keep them **on track** and help them reach their goals.

You may already have KPIs that your website is expected to meet, and if you do: great; but are they realistic performance metrics?

If your organisation is expecting large donations or registrations through the website but isn't willing to put the time and effort into making the website better at those targets, it's like not giving an employee the training or tools they need to be successful - so bear that in mind if anyone comes asking about the website's current performance!

# What's an achievable KPI?

We'd class achievable targets and metrics to be ones **we can actually measure**. That sounds obvious but unless it's something we can track, such as emails received, donations taken, or data we report on in Google Analytics we're guessing or making assumptions and that leads to unrealistic KPIs and expectations we cannot meet with our websites.

## How to plan your goals

What are the goals for your website? Is it to receive contact enquiries, have volunteers sign up for events, and take online donations? Maybe it's all of the above. Writing down what you want your website to be good at and do more of is your first port of call.

### List your goals

Make a list of the **top five goals** for your website. Forget who the users are for a moment and just list out the actions you want people to take. We'll get started with an example list of top 5 website goals for a charity supporting disabled children:

1. 10% increase in number of donations over the next 90 days.  
Measurement: visits to /donation-thank-you
2. 500 visits each month to our Service pages.  
Measurement: visits to /services/\* (any of the services pages)
3. 10% increase in volunteer application form submission over the next 90 days.  
Measurement: form submission in CMS.
4. 200 event signups each month.  
Measurement: events submissions in CMS
5. 100 visits to our bespoke Corporate Sponsor page in next 90 days.  
Measurement: visits to /corporate-partnerships

### Assigning personas to goals

Now consider your list of goals and the personas you created in Section 2. For each goal, **write down any and all personas** that it concerns.

1. Supporters
2. Parents / Carers
3. Supporters
4. Supporters, Parents / Carers, Corporates
5. Corporates



## Activity: Outlining your KPIs

Write down 3–5 measurable key performance indicators that will help you track the success of your website.

Keep in mind the advice mentioned earlier about having goals we can actually measure.

Keep in mind these KPIs should align with your organisations strategic plan and should form the foundation of how you report metrics back to your organisation.

Showing that you're having seasonal spikes in visits to service pages, for example, and having the data to demonstrate this need helps your internal discussions around where to focus yours and the organisation's time and energy.

01.

Measure

02.

Measure

03.

Measure

04.

Measure

05.

Measure

# Understanding the current user experience

Now we've set goals, it's a good idea to make sure each page encourages our persona to take action and complete that specific goal.

If in the previous exercise you listed 'Online donations' as a KPI, how would a 'Supporter' actually do that on your website? How do they get to this goal and when they do, does the donation form work so that you can track donation goals?

Before we begin to change the site, let's look at how it's currently working. You might think you know how it currently works, but assuming and experiencing it first-hand are two different things. We want to be confident that we truly know what our users are experiencing when they use the website.

## **Well it's now time to experience this yourself.**

Visit the pages that the user must take and list any issues you find along the way. Be slow, be deliberate, look at one page at a time.

**Try to put yourself in their shoes.** Imagine someone who doesn't have all the context of the organisation that you have. Where would they be looking on the page to answer the questions that they have in their head? Keep this in mind when navigating the pages.



## Activity: Reviewing

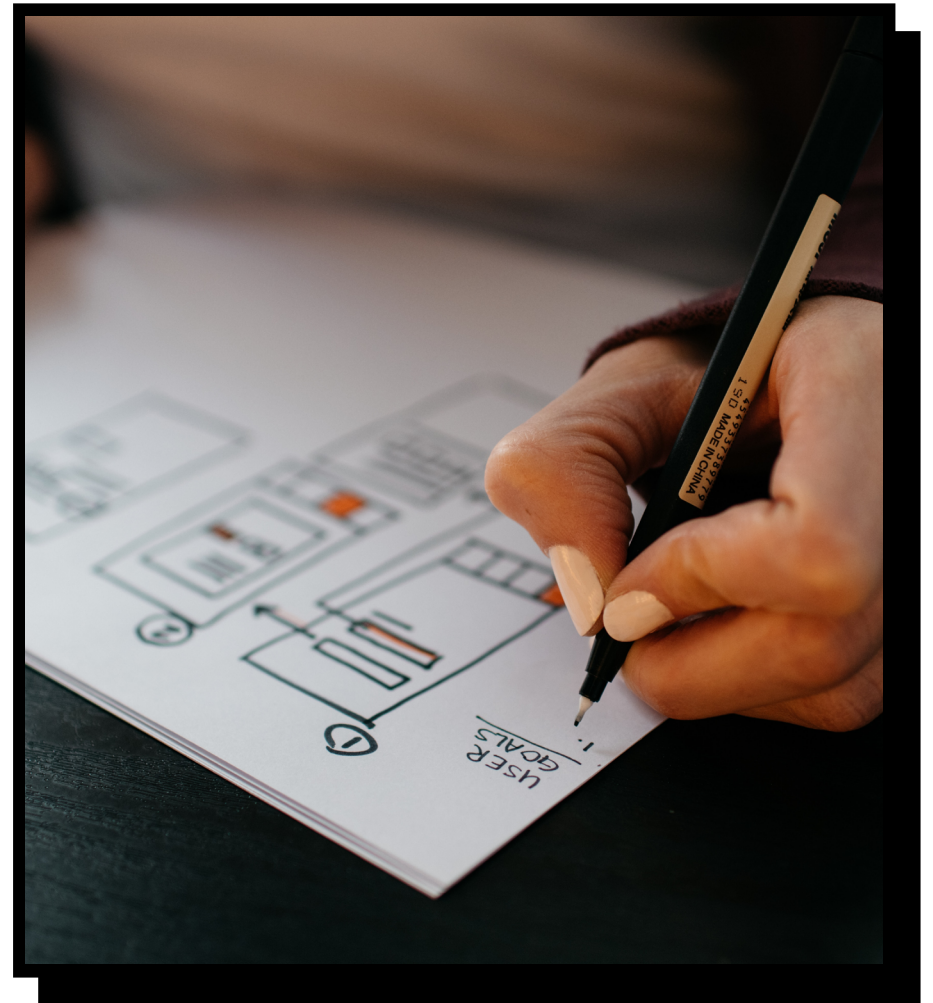
1. Is the goal (the page or action you want this user to arrive at) visible and easy to access as a link or button?
2. If the goal is a page, does the page actually function as intended? (e.g. If your goal is Online Donations then when a user is on your donation page, is the donation/payment form easy to fill in? Try on mobile too, not just desktop!)
3. Is the pathway to the goal clearly visible and accessible from all pages of the website?
4. Do multiple pages speak to the same goal?
5. Are users guided to this goal when navigating through your website's content?

Don't worry if you find problems, we'll show you how to create a better user journey later.

# 04.

## Action planning to reach your goals

Creating a realistic strategy for your website to reach your goals.





**A**ll of this knowledge and learning is no good unless we make a plan to put it into action. A plan that's realistic with clear steps in place to help us meet our goals. We're going to start by taking a deeper look at our **Reviewing Pages** section from **Section 3**.

For each of the user personas (from Section 2) we want to create user journeys. Journeys are **steps our users take** to reach their - and our - goals.

For example, a 'Supporter' will normally want to contribute to our cause and donating is one of the pages they'll often look for.

This is also a page we'd like them to get to as it helps our cause.

- How would they do that via your content?
- How do they get to the Donate page?
- Was it easy for them to take any actions once they arrived there?

These are the key questions and the key journeys we'll be going on.

## The choice paradox

If your answer to our question about how a user gets to a specific goal is 'they press the link in the menu', you're technically correct but having a content-led website is what is going to be key in this next .

Providing *all* of our users with *all* of the sections relevant to them sounds like a big menu, which can cause **confusion** and **choice overload**.

Choice overload or *overchoice*, describes how people get overwhelmed when they are presented with a large number of options to choose from. We are often led to believe that more choice is a good thing, but research often shows that people can have a harder time choosing from a larger array of options.

Think of a restaurant menu; a menu that provides 10 options, and a menu that has 100 options. The time it takes you to decide takes longer with the more options you have, it can confuse us and can often lead to not even knowing what choice to eventually decide upon.

This is really important with our website and the options we put in front of our users: especially with our navigation.

# Going on their journey

We need to ensure we attract the eye of our users, so they continue on their journey by talking to them about the things they need in a clear manner.

That's called **signposting**.

When users get to the page you have signposted them to, that page then has a job of providing them with the relevant information in a timely manner, or breaking down the options for them in an easy to understand way.

That page has a **purpose**.

By going from one relevant page to another, we're starting to funnel our user through our website.

That's having a **user journey**.

Without any other way of being able to get from section to section, do the pages your user lands on help them or move them on to another page that will?

Because if they don't your user journey comes to a halt and they don't get what they need.

If a page has no real purpose or has no call to action to get users to your next page, it's a bit like **sending someone on a guided tour without a tour guide**.



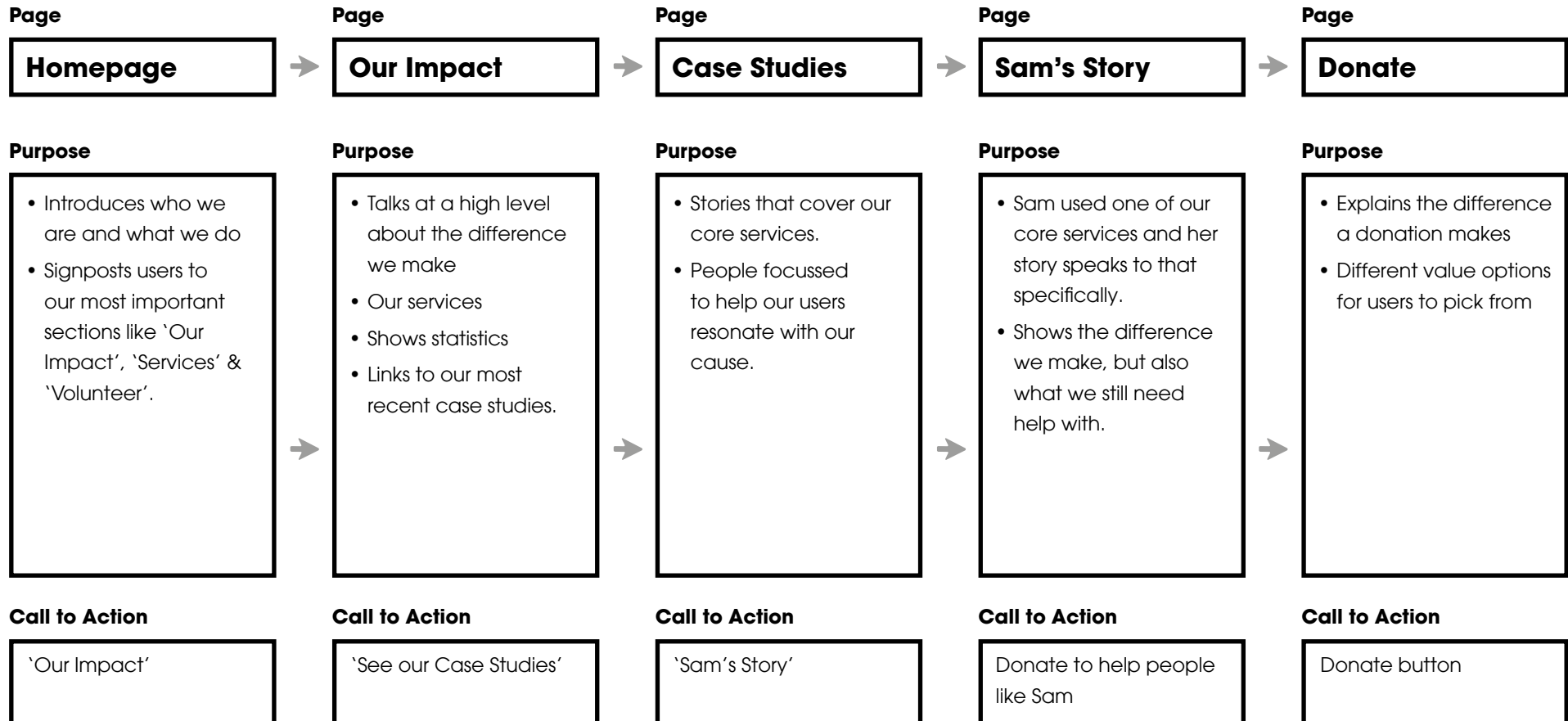
## Activity: User Journeys

**Imagine there is no main menu on your website and your user has to take logical steps through your page's content to get to their goal.**

What pages would you want them to come across on their journey and what is the purpose of those pages?

- Choose one of the user personas you created in Section 2. Then choose one of the goals that user persona wants to achieve. Write down the pages the persona would go through in an ideal world, to reach that goal, and those pages' purpose.
- Now let's check this new, ideal journey, against the current user experience we looked at in Section 2. Do those pages have the purpose outlined, is it clear to that user and does it provide them with the information they need or action to take, or does the chain break?
- We've provided an example user journey on the next page for a 'Supporter' to get you thinking about the pages they may go through, the page's purposes and the goal we'd like them to reach. There's also a template on page 28 for you to use.

# “Supporter”



# Persona:

Page

Page

Page

Page

Page



Purpose

Purpose

Purpose

Purpose

Purpose



Call to Action

Call to Action

Call to Action

Call to Action

Call to Action



# Communicating your impact

Notice in our journey example that **'Our Impact'** was highlighted as a page our user visited? We *genuinely believe* that your cause makes a big difference, but it can be hard to demonstrate impact in a really clear way. You may put an impact report in a PDF somewhere on your website, or in an annual report blog post. That's quite common, but it's asking a user to **go find information** and they're probably not going to do that. We saw in our analytics (Section 1) that people stay on our website for less than a few minutes. Do they have time to read the whole document? Next, we will show you how to communicate your impact in a way that keeps people engaged.

## Shout about it

As charities, many of us find it difficult to shout from the proverbial website rooftop about how much of a difference we've made, or how long we've been going as an organisation.

We want to ensure we make it clear for everyone to see; our impact, our history and the important work still to be done. These are all things we can shout more loudly and more clearly about to help our cause, for example:

"We help children with learning disabilities in West Yorkshire through our..."

"Since **1998** we've supported over **4,500 children** with learning disabilities in West Yorkshire through our..."

### Which sounds the most impactful?

Not only does the second example show the huge difference you've already made, but referencing when the organisation was founded establishes that you've got history behind you, you're experienced and you know what you're doing.

Those small tweaks stand out to **high-value donors**, but also to a parent looking for a charity they can trust to support their child. "Your donation could help us support an additional 500 children every month".

See how by providing a statistic here it **underlines the importance** of our service and can be leveraged to ask for support? Often the story of a charity's impact is scattered between multiple different pages on their website. Our values. Case Studies. Our History. News posts.

The more pages that crucial information is spread across, the less likely it is that your user can find the information that resonates with them.

Speak to your impact **sooner** - like talking about how long you've been established on your homepage - means we're able to convey valuable information quickly and effectively.

At the same time, signposting to further reading pages, like your history, gives your pages **purpose** and liberates them from having to do too much work.

## Make it a page!

You will often find that many of your user personas would be interested in hearing about your impact in **a really quick, easy to understand way** and from this page we could then even signpost users to related sections of the website:

**It becomes a really powerful 'catch all' page for your users.**

For high-value donors and corporations who are short on time and looking to support a charity, they want to be told very quickly about the difference you make and what you're looking for help with.

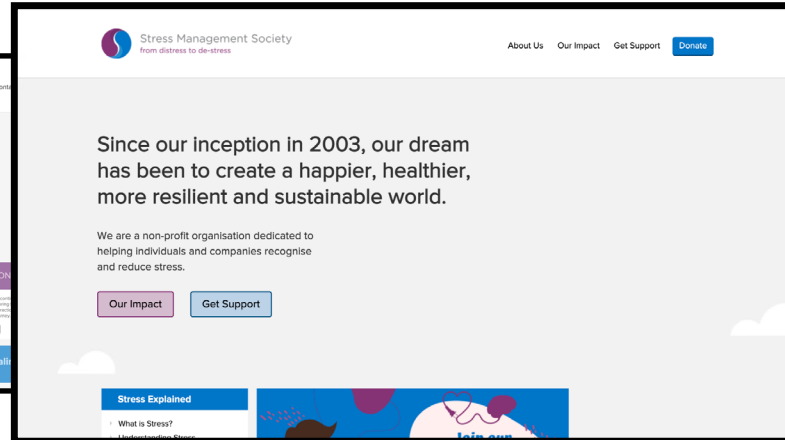
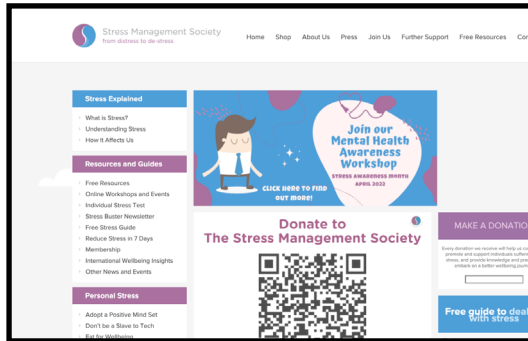
For people in need of support, **statistics help** to show the difference your services make, that they aren't alone and that you're someone they can trust.

Create an impact page that gets straight to the difference you make. The statistics hidden in your annual report are something more people need to hear.

### Examples

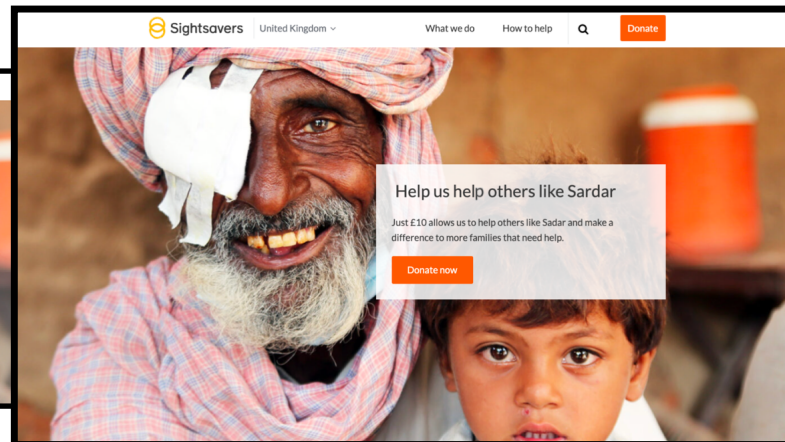
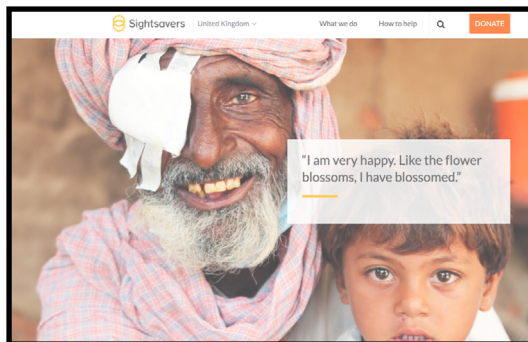
On the following pages are some examples of impactful messaging and impact pages to help inspire you.

# Before & After



## Inspire from the start

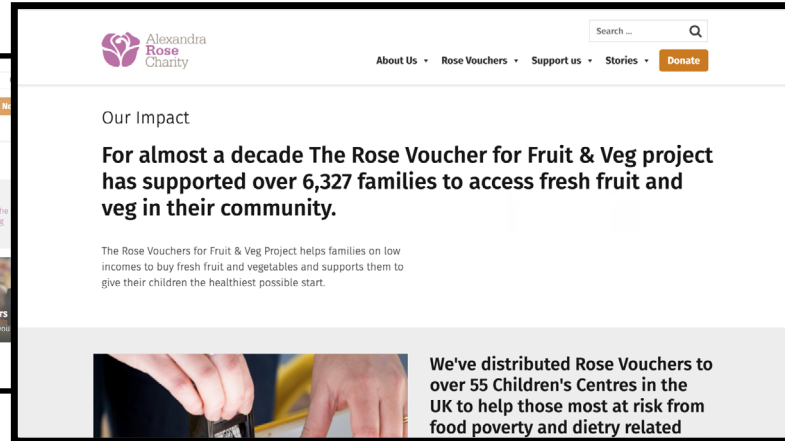
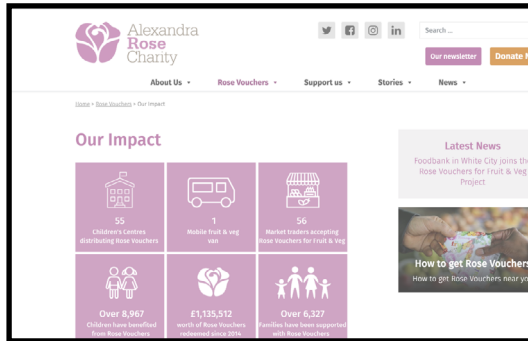
Previously, this website didn't introduce the charity and went straight to 'timely' content. We **always** want to speak to new users yet sometimes forget to introduce ourselves! By creating a new persistent intro that also mentions when they were established it's much clearer now.



## Continue the user journey

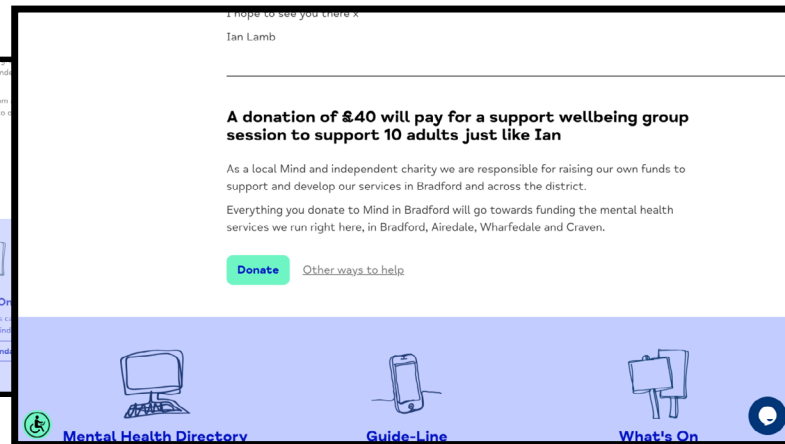
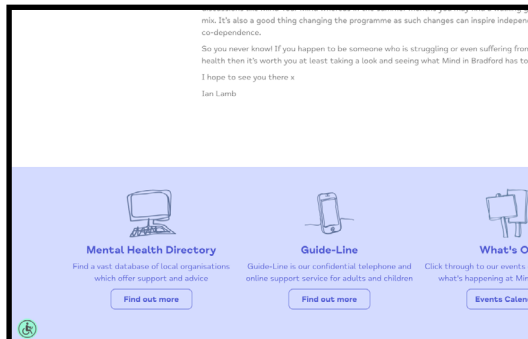
This case study spoke about the great difference the charity made, however at the end of the page it just ended with a quote. There was a missed opportunity by not engaging with the user. Adding a call to action (CTA) engages with the user and asks them to **continue the journey** through

# Before & After



## Summarise your Impact

This page relied on graphics to show the organisations impact, its eye-catching but not very accessible. Visually impaired users, but also Google will struggle to understand this absolutely vital information. So instead, **summarise the impact** and highlight those statistics!



## Leverage with statistics

Remember, when reading a story or case study, you're *warmer* to the cause after reading than you are at the top of the page, so don't miss an opportunity to ask a follow up question. Here, we've **added stats to a CTA** to back up why a donation request is so important.



## Time conscious

All of these examples work well as they understand the medium of the web. How often do you read *every single word on every single page* of the websites you visit? Rarely, if ever at all.

That's because **we skim read**.

People, on the whole, quickly search for what they're looking for before investing lots of time. We are willing to dive in, but only once we're sure we've found what we're looking for.

Your pages are effective when they are **conscious of the limited time** that your users have. They ensure that the core information is kept in the headings of each section and provide supporting paragraphs to further aid the user.

The supporting paragraphs then provide additional context to the reader, and give them insight - in the form of a summary - into what they might expect to read on the page that the call to action links to.

### We call it an Impact page, but use your language.

Depending on your organisation, talking about your work might not always be best described by "Our Impact". In the past we've used different ways to describe this page: "How we help", "Our Work",

Use the language that **best suits your organisation**. Look at how you speak already. Consider the language that you and the team often use when talking about the difference you make. The words you use when speaking out loud can be a much more natural way of writing copy.

# Your Impact page



## Activity: Create an Our Impact Page outline

Start to outline the sections you can include on your impact page that will help users **instantly get an understanding** of your organisation at high level. An example outline could be:

1. Open with your purpose
2. List easy to digest stats
3. Showcase pillars of support
4. Talk about your organisation
5. An example of your support
6. Testimony (related to support examples)
7. Final Call to Action



## Referencing and Linking

Once you have the sections defined, now it is time to identify what each section can **reference** and **link** to:

- |                                 |   |                                |
|---------------------------------|---|--------------------------------|
| 1. Open with your purpose       | ➔ | Our History                    |
| 2. List easy to digest stats    | ➔ | Download Impact Report         |
| 3. Showcase pillars of support  | ➔ | "Service" page, Case study     |
| 4. Talk about your organisation | ➔ | Our Team, About us             |
| 5. An example of your support   | ➔ | Service, Case study            |
| 6. Testimony (contextual)       | ➔ | "Service" page, Case study     |
| 7. Final Call to Action         | ➔ | Corporate support, Fundraising |

Finally, ensure that each section provides an **accurate summary** of the page you are linking to. Must the user visit the page in order to understand, at a high level, what it is about?

## What we've learnt

So far you have learnt about your users and how they interact with our website and analysed the quality of your pages from an accessibility and purpose perspective. You now have a better understanding of where your users go and what you can do to improve the experience for them.

This knowledge will help you reach your KPIs and make your **website work harder** for you and your organisation.

In the next and final section we're going to create an action plan to bring your learnings together and provide some additional resources such as plugins, tools and policy templates.

# 05.

## Taking Action

Executing your plan and  
prioritising what matters  
the most.



**I**t's been a wild ride, but you've made it. Through this toolkit we hope that you've found the content and activities helpful to unlock the possibilities for your website. This final section is all about bringing those learnings to life.

We're going to create an **action plan**, that can help you make the most of your wonderful new employee who's going to be helping you and your organisation 24 hours a day, 7 days a week, 365 days a year.

We need to outline tangible steps necessary to achieve both long and short-term goals to make our website the best it can be. Let's jump in.

# Action Plan

All of our learnings from the toolkit should give you some great ideas on what to improve, but we don't want to tackle it all at once. Let's make a plan of action on what's **most important**, list out some solutions to the problems and hold ourselves accountable by putting due dates against the tasks. This helps keep us on track, and prevent overwhelm by not taking on too much at once.

Here's an example of what an action plan usually looks like:

Area for Improvement	Current problems	Potential solutions	Start date	Due date	Measure of Success
Accessibility	Image alt tags missing, donate button colours too low contrast.	Use colour contrast tool to change button colours, spend time in the backend system adding alt tags to key images.	1st August	14th August	Less alerts & errors in WAVE tool summary
'About us' page	Lack of people landing on the page based on GA.	Signposting clearly enough to it on our key pages.	14th August	18th August	A decrease in bounce rate on this page.
'Our Impact' page	We don't talk to our impact anywhere on the site, just in our old PDFs.	Create a simple page in our system with key stats from this years report that talks to our continued mission!	20th August	1st September	Get the page live and see how it does in GA.

## Creating your own

We need to outline **tangible steps** necessary to achieve both long and short-term goals to make our website the best it can be.

It's up to you how much detail you want to add to each task, but you need to ensure there is enough information included in each column so that you (or someone in your team) can return to this plan in the future and understand what you wanted to achieve with each action.

Consider the area you'd like to improve based on the journeys we took as our users, any issues you found related to accessibility (with our WAVE tool) or how you can better communicate the difference your organisation makes.

Then think of how you can measure that improvement. Is it making a new page, is it actioning design or development changes, is it tracking GA data for a period of time to see how well its doing.

The measure of success is entirely up to you, but the areas to improve should start with 'quick wins', with more long-term areas to improve further down your plan.



### Activity: Action Planning

Using the templates on the following pages (or make your own in your favourite spreadsheet editor), outline the areas of improvement on your website based on the learnings from this toolkit:

- Think of the area to cover first (this normally relates to a section or page of your website, or a whole 'topic' of issues - such as accessibility).
- List out all of the problems in that area.
- What does success look like in solving the problems for that area? E.g. Rerun WAVE to ensure error is resolved, successfully step through documented user journey, recording your page visits again in 90 days time. Write them down in the 'Measure of success' column.
- Hold yourself accountable by giving each task a start and end date.
- List the areas to improve in priority of what's achievable sooner and easier, with the longer-term problems to solve further down.

Area for Improvement	Current problems	Potential solutions	Start date	Due date	Measure of Success



# Tools & Plugins

There's a lot of handy tools and plugins out there that can help you move forward. Here are some of our favourites that we use ourselves and have recommended to countless charities over the years.

## WCAG: Reference Guide

The Web Content Accessibility Guidelines (WCAG) are guidelines published by the **World Wide Web Consortium** (W3C). This reference guide is a great way of quickly seeing a lot of the tasks checked as part of an accessibility audit.

The WAVE tool we used in Section 1 checks against WCAG when running analysis.

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**WCAG's quick refs**

## WAVE

The Web Accessibility Evaluation Tool (WAVE) checks your websites pages against the WCAG standard for accessibility. Available as a **Google Chrome Extension** or via the website it only checks on a page by page basis, but the things it does check will probably affect multiple pages & sections of your website anyway - such as colour contrast issues or missing alt tags on imagery.

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**Use the WAVE tool**

## Broken Link Checker

ahrefs provide a free to use Broken Link Checker that will quickly analyse your entire website for any links that are broken. A great tool to ensure your user journeys dont end abruptly with links that don't work!

Broken links can negatively effect your search engine optimisation (SEO) too, so it's worth checking and resolving the issues as soon as you can.

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**Check for broken links**

## Colour Contrast Checker

A free colour compliance checker so you can check all of your brand & website colours for their level of accessibility. This checker allows you to enter your background and foreground colours to see how compliant they are against one another and adjust accordingly to ensure they pass WCAG guidance. For users who are visually impaired, ensuring your colours are high enough contrast is paramount.

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[Check your colour compliance](#)

## Canva

Canva is a free, online design tool to help you create social media graphics and marketing materials. Charities can also register to get the Pro version of Canva (usually £99.99 per year) for free.

A great piece of software to help enhance the experience of your website and to create assistive graphics for your new Impact page!

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[Canva for non-profits](#)

## Unsplash

Unsplash has over 2 million free, hand-selected, high-resolution images collated by the world's most generous community of photographers. Great quality images if you're struggling for banners or blog post imagery. We use Unsplash ourselves for brand concepts and pitch work and it has a great level of quality that doesn't feel overly staged or false - typical of some other stock imagery resources.

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[Get stock imagery](#)

# Policy Templates

Finally, once you've made changes to your website, it's important to have policies on your website to **outline the practices you have in place**, and what's still required, so your users know how you're operating. Privacy policies, Cookie policies and Accessibility statements are often a requirement and although we're not here to give you legal advice they are important pieces of content that may need to sit on your website. Here are some templates related to each policy to get you started. We'd suggest adding them to your action plan if you're missing them.

## Accessibility Statement

The W3C themselves provide a way for you to generate your own Accessibility statement on their website. The information that you provide (nothing is a required field) goes into their generator and you can then download and further refine the statement as you wish.

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[Generate statement](#)

## Privacy Policy

Termly provide a Privacy Policy Generator on their website and any policy generated complies with GDPR laws. You do need to sign up (for free) at the end to generate the policy however. Their 'Basic' plan allows you to generate one policy for one domain, which is all you'll need.

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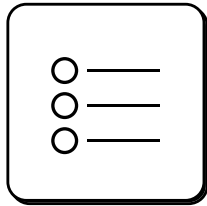
[Generate privacy policy](#)

## Cookie Policy

Termly also provide a generator for Cookie Policies, but their free plan only allows you to generate one policy - so take your pick. Alternatively, CookieYes have a generator that's free, you just need to sign up to a free account with them to get the generated cookie policy. Easy.

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[Generate cookie policy](#)



## Your checklist

Hold yourself accountable in making fundamental steps forward with your charity website by using our checklist to keep track of your progress.

# 01.

## Understand where you are now

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**Access Google Analytics**

I've logged into Google Analytics and explored the GA4 dashboard.

**Website Accessibility Checker**

I've used the WAVE accessibility tool and I've listed the errors and alerts related to my pages' accessibility level.

# 02.

## Your users and behaviours

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**GA Report & Exporting**

I created a report in Google Analytics about my users and exported it.

**Diving in to Path Exploration**

I dove into path explorations in GA4 to analyse the journeys our users take.

**Bounce Rates in GA**

I created a report to see which pages users leave our website from.

**Outlining Personas**

I listed out the users of our website and created them as Personas.

## 03.

### Performance & challenge assumptions

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Key Performance Indicators

I've outlined goals and understand my metrics to review KPIs against.

Reviewing Pages

I reviewed key pages of our website, through the eyes of our user personas, and listed any issues found.

## 04.

### Action planning to reach your goals

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User Journeys

I outlined the pages our different users journey through, and highlighted the purpose of those pages, checking the purpose matched the reality.

Understanding Impact

I explored the Impact examples and understand how we could make our impact resonate with users who are short on time.

Our Impact Outline

I created an outline of sections that could appear on our own version of an Impact page to help users instantly get an understanding of our organisation.

## 05.

### Taking action

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Make an Action plan

I've outlined areas of improvement and have a plan of action.

Tools & Policies

I've explored the provided tools and policies to help me further unlock our website's potential.

# Website unlocked

Thanks for going on this journey with us.

We hope you've been able to unlock the **true potential** of your charity's website with our websites unlocked toolkit.

Remember; It's not always about getting a new website (indeed, starting again can be harder than building on the foundations of what you already have), so we hope this guide has inspired you to work in a better way, with what you've got.

So here's your call to get to know your audience, understand more about where to improve your website so it can work harder for you and be a helpful guide to your users.

Make a plan of action and get ready to see the new member of your team flourish!



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**Colin Grist**  
Creative Director, Few and Far



## Media Trust

At Media Trust, they believe it's by giving everyone a voice that we'll get to a more equal society.

Media Trust work with charities to strengthen their storytelling, campaigning, press engagement and digital communications, through training delivered with their media industry partners and by matching media industry volunteers with charities looking for communications support.

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[See Media Trust's work](#)



## Few and Far

Charities need help in a digital world. To tell their stories, to be heard, to allow them to do more. Creative studio Few and Far, have personal experience of how good causes have helped them and their team and they've now made it their purpose in life to help charities make our world a better place.

They provide expertise in the fields of branding, design and development to charities, and by understanding their mission and values they create bespoke brands and tools to give them a renewed confidence to help achieve their goals.

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[Meet Few and Far](#)



## WCIT

The WCIT Charity works with a wide range of non-profit organisations and aims to help them get the best from IT. It is committed to strengthening communities and using the power of technology for good.

Every year, it supports a variety of charities through its grant-making programme and by providing pro bono support to a multitude of organisations.

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[Visit WCIT](#)



# websites unlocked toolkit