

The Nonprofit Website

Guide to an effective online presence

October 14, 2009

What do we really need?

- Donors to fund us
- Volunteers to join us
- Citizens to contact officials
- Staff to share knowledge
- [Users] to [take action]





And what do users want?

- Good story
- Good flow
- Good closure

Does any of this matter?

- Hits? (billboard)
- Return visits? (magazine)
- Time on site? (radio)
- Latest technology? (gadget)





What does matter

- Focus
- Look/sound like you mean it
- Accessibility (Searchability)
- Pathway reinforcement
- Promotion

Thank You



27 West 24th Street Suite 9A New York, NY 10010
t: 212.242.5300 f: 212.242.4301 info@empax.org