

WEBSITE MAINTENANCE

smart
CAUSE
digital

DIGITAL SKILLS FOR
SMART MARKETERS

Today you will learn...

- » **Recommendations for balancing content creation with a full to-do list**
- » **The analytics habit that will help you improve your website outcomes**
- » **Which legal and tech items **should** keep you up at night**

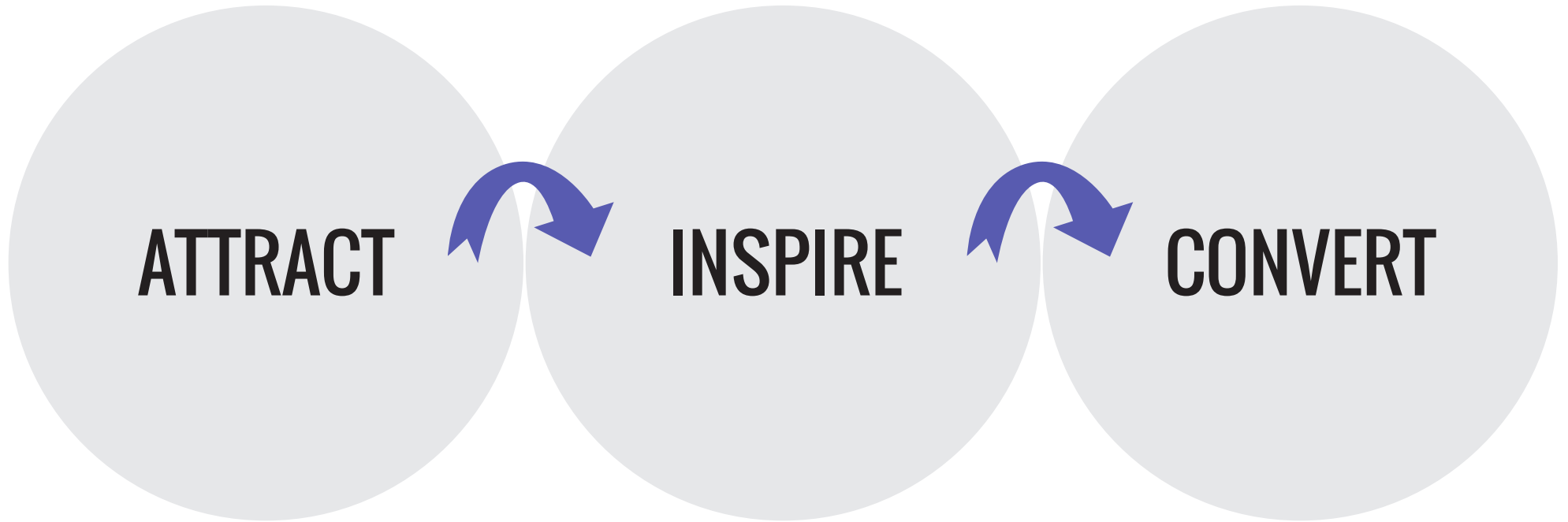
Yesenia Sotelo

» yesenia@smartcausedigital.com

»  [@silverbell](https://twitter.com/silverbell)



Reach New Audiences



Areas of Focus

Areas of Focus

- » Content
- » Legal
- » Analytics
- » Technology

CONTENT

Content

- » **Post original, high quality content**
- » **Written, images, pdf, video, it all counts**

Content: How often?

- » **Minimum once a month, but can do more if capacity (for high quality) allows**

Content: Foundations

- » **Review and update the foundational content at least once a year**
- » **Exact information can be found in your GA account**
- » **Universally popular pages include About, Services, Contact, Careers, Leadership**

LEGAL

Legal

» **Review the website privacy policy annually**

Legal: What to include?

- » Information that is collected
- » How it is collected
- » How it is used
- » Who to contact with questions
- » Last updated

Questions?

ANALYTICS

Analytics

- » **Review your website analytics on a regular basis**
- » **How are people finding your site?**
- » **What pages are people interacting with?**
- » **Schedule options include Quarterly or Monthly**

TECH

Tech

- » **Either you handle these items, or vendor handles them, but make sure you check up on it**

Tech: Software Updates

- » **Keep your software updated**
- » **Most important security measure**
- » **Monthly or quarterly**

Tech: Backups

- » **Make sure your backups are working**
- » **Backup to a location outside of your server**

Tech: Forms

- » **Check that forms are working correctly**
- » **Especially those that transmit sensitive information**

Tech: SSL

- » **Check that SSL certificate is correctly configured**
- » **Look for the green lock icon**
- » **SSL is required, not optional**

Tech: Mobile

- » Test on large and small devices
- » iPhone and iPad, at least

Questions?

MONTH-BY-MONTH CHECKLIST

<p>JANUARY</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Change the copyright year in the footer <input type="checkbox"/> Analytics: Run your Q4 numbers <input type="checkbox"/> Analytics: Run your 2017 numbers 	<p>FEBRUARY</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Verify that the general contact information works (Try sending an email to the general inbox or test the contact form) 	<p>MARCH</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Verify that your site has a useful error page (Try visiting something like YourNonprofit.org/giggles)
<p>APRIL</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Test your site on an iPhone, iPad and Android phone <input type="checkbox"/> Analytics: Run your Q1 numbers 	<p>MAY</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Verify that the online donation form works (Try making a \$5 gift) <input type="checkbox"/> Post your 990 form to your website 	<p>JUNE</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Ensure that your site's privacy policy is current (or make sure your site has a privacy policy!)
<p>JULY</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Analytics: Run your Q2 numbers <input type="checkbox"/> Verify that board member information is accurate on the website 	<p>AUGUST</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Verify that the "sign up for email" feature works (Try subscribing with a Gmail address) 	<p>SEPTEMBER</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Post your annual report to your website <input type="checkbox"/> Verify that links to your organization's social media accounts are valid
<p>OCTOBER</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Verify that your site's internal search function works properly <input type="checkbox"/> Analytics: Run your Q3 numbers 	<p>NOVEMBER</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Add a fundraising call-to-action to the About, Services, Leadership, Jobs & Contact pages <input type="checkbox"/> Verify that the online donation form works (Try making a \$5 gift) 	<p>DECEMBER</p> <ul style="list-style-type: none"> <input type="checkbox"/> Post at least one blog entry or news update <input type="checkbox"/> Add a popup that promotes online donations

Questions?

NEXT STEPS

Next Steps

- » **Download the Month-by-Month Maintenance Checklist PDF**
- » **Sign up for the Google Analytics mini course**