



THE WORKING DESIGN

WEBSITE TUNEUP

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Reach more
people and make
your website
more effective

SPRING 2016

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The Working Design Website Tune-up

Our website tune-up is designed to give you a solid overview of how well your website is meeting the marketing and communications goals you set when your site was built.

This three-stage analysis will give you a snapshot of your website to better understand what's working and what isn't. Based on our discovery, we'll provide you with a series of specific and straightforward recommendations, allowing you to make changes to help your site do a better job for your organization.

We start by looking at your site's analytics

You've probably seen pitches from SEO companies promising to optimize your website for search engines and internet marketing. They talk about conversions and eyeballs and boosting sales. The less reputable ones promise to "make you #1 in Google searches!!!".

But what if you're not selling a product, peddling ads or aiming to be #1 in google rankings?

It's still important to know how well your site is working.

- Is anybody visiting?
- Who are your visitors, how did they find your website, and what do they do when they get there?
- If you're not getting the results you want from your site, what can you do about it?

What makes the Working Design Website Tune-up unique

We understand the not-for-profit, union, advocacy, small business and research organization sector. Smaller scale organizations like you aren't looking for a first place ranking in Google.

But you have important goals for your organization. You're servicing your members, keeping them informed, providing resources, soliciting donations, and letting your colleagues, clients and funders know about the valuable work you do. You want to be first and foremost with your members, supporters, donors.

Your website is often the first –and sometimes the only– point of contact with your audience. Is it doing its job?

The Working Design Website Tune-up is a three-part package that will help increase your site's impact.

By looking at **60 key elements** in your site we give you analysis, a range of tools to make improvements and concrete suggestions on how to use them.

You can choose how you want to use the service.

There are three ways:

- The Analytics
- The Test Drive (including the Analytics)
- Under the Hood (including the Analytics and the Test Drive)

We share our findings after each step and you can decide if you want us to proceed to the next one. We'll share our analysis with you and make recommendations that you can implement yourself. You're the expert on your site and are best positioned to make the kind of changes that will boost your its effectiveness.

You can also ask us to do this work. These services are in addition to our Tune-up.

1 The Analytics

Google Analytics (GA) records activity of your site visitors by placing a small piece of code on each web page. It's free and, if you don't have it already, it's easy to add. All you need is a Google account or a gmail address, and access to your website's page code.

What can Google Analytics tell you, and how can it be useful to you?

Search Engine Optimization (SEO) is a vast and complex topic. There are many things you can do to improve the way search engines see and find your site. Increasingly, the SEO concept has expanded to include your whole online identity and the functionality of your website.

But before you start to work to improve your site, you need to develop a baseline picture of what's going on today. That will help direct your efforts, and also let you see if any changes you make are having an impact.

Google Analytics is a powerful, free tool to build that first picture. You may already have it installed. You may even be logging in to see the reports. But if you don't know what the statistics mean, they're not useful. This is where we can help you.

If you're just starting out, the following items are the most useful information GA provides:

- Number of visitors to your site
- Days of the week and times of most activity
- Any noticeable spikes in visits, or unusual activity
- City, country of origin, language users speak
- What mobile devices or desktop computers, browsers and operating systems they use
- Age and gender based on their Google history (if available)
- How they get to your site (direct link, from social media, or from Google search)

- If they find you from a search, what search keywords they used
- Activity of users when they come to your site. What pages they visit, what links they click
- Your most popular pages

Collecting that data gives you a solid start in figuring out how your site is serving your audience or membership.

What we'll do:

First, we'll ask you to fill out a questionnaire about your goals for your business or organization, your goals for your website, and how these two things should work together.

- We'll install Google Analytics — for a small fee — or instruct you how to do it, if necessary
- We'll retrieve 10 key statistics for a specific time period
- Give you the data in plain language
- Explain why each is important and what it could mean
- Suggest where performance could be improved, based on your stated goals

[See Questionnaire in Appendix](#)

2 The Test Drive

Web usability is the ease of use of a website.

This includes:

- The presentation of information and options in a clear and concise way
- The placement of key items in appropriate areas
- A well structured and intuitive navigation
- Clear hierarchies of information
- A visual interface appropriate for your audience
- Readable type and clear interactive elements
- Text content written with the online reader in mind

Another important element of web usability is ensuring that the content works on various devices and browsers. In 2015 Google changed their search criteria to foreground sites that are mobile-responsive.

Inclusive design – accessibility for all web users – is another increasingly important issue. Ontario recently adopted legislation that all new or redeveloped sites for large non-profits and public institutions must meet web accessibility standards.

What we'll do:

Using the questionnaire you filled out and the results of your Google Analytics data, we'll do a usability review of the site.

Using a 40-point checklist, we'll kick the tires and give your small to medium-size site a drive around the neighbourhood. Thinking like a user, we'll examine the following features and more:

- does the home page clearly direct users to your key offers as well as useful information clients want?
- is your navigation clear and intuitively structured?

- does your site structure and user interface clearly foreground your offers and fulfill the site's desired outcomes?
- is your visual interface clean, attractive and readable?
- how well does your site work on a smartphone or tablet?
- are you making good use of your keywords and key messages?
- Do your site's functions perform smoothly, quickly and correctly?
- Does your site conform to some basic standards for accessibility?

3 Under the Hood

Using the information we've gathered from in phases 1 and 2 – your site's analytics and our assessment during the Test Drive – we'll do a detailed analysis of two or three specific pages on your site, including the home page.

We will analyse the effectiveness of your content with a focus on Search Engine Optimization using the Yoast SEO tool for WordPress and Drupal websites.

What we'll do:

We'll go into the back end of the site and examine your home page and one or two other key pages. We'll look at the following six factors:

- Does your content makes effective use of your keywords in placement and quantity
- Do your pages contain metadata that Google can easily read and rate
- What is the “quality” of your site according to Google: Do your page titles and page content work together? Are you using keywords that strengthen the content
- How does your site appear in Google searches. Is your site name and purpose clearly displayed
- Are your page URLs reader-friendly
- How do your posts and pages display in social media

In addition:

- We'll verify your site ownership with Google so you can use Google's WebMaster Tools and other Google tools
- Generate an XML site map so Google can scan your site more easily

We'll also look at:

- Is your site content and data being backed up safely and regularly
- Is your site secure from hackers and robots

We'll need:

- access to the dashboard of your WordPress or Drupal site, and will be installing the free Yoast plugin.
- access to your server / web host to verify your site ownership with Google and allow you to use Google Webmaster Tools.

[Find out the benefits of using the Yoast SEO plugin for WordPress.](#)

What does it cost?

Each phase of the Working Design Website Tune-up costs \$197.00 *(plus appropriate taxes).*

You can purchase The Analytics only, or the Analytics plus the Test Drive, or all three.

The Analytics : We'll send you your site's activity reports for key data. We'll review and discuss them during a follow-up phone conversation, particularly as they relate to the goals and points you addressed in the questionnaire. And we'll briefly discuss some possible options you may want to consider

The Test Drive : using our 40-point checklist we will do a general review of the front end of your site. During a phone discussion, we'll discuss your site strengths as well as key concerns in relation to your stated goals and desired outcomes. We will outline some key recommendations for changes and improvements.

Under the Hood : using the information above we will provide you with details of your Yoast ratings on your home page and one or two other key pages. In a phone conversation we will discuss the results and recommend some steps you can take to help improve the readability of your site while also making it easier for users to find your site.

Are you interested in attracting more people to your website and making it more effective?

Call or email us today.

604.731.9485

ideas@workingdesign.net

Appendix: The Website Tune-up Questionnaire

The first thing we'll ask you to do is fill out the following questionnaire about your goals for your business or organization, your goals for your website, and how these two things should work together.

We can supply this questionnaire as a PDF and you can respond by email, or you can fill it out using interactive Google Forms (we'll send you a link).

4/20/2016

About you and your website

About you and your website

* Required

1. The name of your organization or business. *

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2. Your website URL. *

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3. What kind of organization or business are you, and how large is your current or potential audience?

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4. Who are your primary and secondary audiences?

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5. If you are member-based, how many members do you have?

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4/20/2016

About you and your website

6. What are your organizational or business goals, and how does your website support them? *

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7. What role does your site play in your marketing or communication strategy?

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8. What are the top 5 things your site should be accomplishing?

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9. Is your site meeting your goals? If not, where are the gaps? (Please be specific.)

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10. Is there anything your site can't do that it should?

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Technical Questions

4/20/2016

About you and your website

11. Do you have Google Analytics installed on your site?

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12. If you do, how often do you monitor your statistics?

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13. Do you use your statistics to guide you in making changes to your site or your social media strategy?

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14. Is your site built on a content management system?

Mark only one oval.

- WordPress
- Drupal
- HTML
- Other:

15. When was your site developed?

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4/20/2016

About you and your website

16. Are you planning to make any changes to your site?

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17. Who is your web hosting company?

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Outreach**18. What social media are you using?***Check all that apply.*

- Facebook
- Twitter
- LinkedIn
- Other:

19. Do you use advertising?*Check all that apply.*

- Google ads
- Facebook ads
- Print
- Other:

20. Do you communicate with your audience in any other ways?*Check all that apply.*

- Email newsletter
- Print newsletter
- Twitter
- Blogging
- Other:

4/20/2016

About you and your website

21. How often do you add new content to your site?

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22. If you send an e-newsletter, what is the approximate size of your mailing list, and how often do you send one?

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23. Have there been any events in the past 3 months that might lead to increased traffic to your site (campaign, event, news release, media coverage, unusual social media activity, etc)

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