

9 Steps to a Successful Website Redesign for Nonprofits

A website redesign can be a massive undertaking for any nonprofit organization. Don't worry, we're here to help! From planning and design, to launch and ongoing care, follow these steps to create a successful website that your donors and supporters will love!

STEP 1

Dust Off Your Mission Statement



Before you even think about starting a new website, pull out your latest strategic plan with your mission statement and value proposition. These assets are the groundwork for your website strategy, and are critical to ensuring that your new site will resonate with potential donors, members, and volunteers.

STEP 2

Prioritize Your Platform Needs



Not all website platforms or Content Management Systems (CMS) are created equal, so it's essential to determine your organization's specific needs. You'll want to consider aspects like ease of use for staff, features offered, room to grow, and cost when making your decision. Do your research and find the platform that's right for you.

STEP 3

Identify Calls to Action



Understand your audiences, what they want, and what action you want them to take in order to develop a journey that meets their expectations while increasing engagement and conversion. Consider functionality, accessibility, user experience, and the consistency of visuals with your organization's values.

STEP 4

Decide What Content to Keep & Toss



Before you worry about creating all-new content, it's crucial to audit your existing site and determine what needs to be kept, what can be improved, and what should be scrapped altogether. Then identify any new content that needs to be created to meet the expectations of your target audience(s) or your desired conversion actions.

STEP 5

Identify Your Success Goals



Clearly defined goals are the key to success. Go back to your strategic plan. What do you want to improve? What numbers will you need for reports? What will you need to install to measure them (pixels, tracking codes, SEO, etc...)? Set up reports and make sure they show the data you need to track to reach your goals.

STEP 6

Mission Critical Integrations



Whether it's your event registration platform, donation form, CRM, or any other critical system, integrate your tools before launch to provide a smooth experience for your internal staff and avoid any loss of member data.

STEP 7

Test Your Site



Before launching your site, be sure to run it through the testing gauntlet. This includes making sure all the links are correct, the pages load correctly, and the forms are functioning properly. You'll also want to test out any conversion tracking and data mapping to ensure that everything is firing as planned.

STEP 8

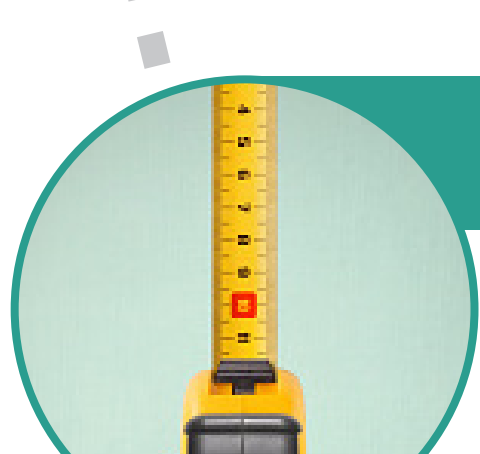
Launch Time!



Your content is loaded, your systems are integrated, your forms are submitting, it's finally time to launch your nonprofit's new website! We recommend launching your site during a non-critical time. Give your team a few days to ensure all the kinks are worked out before celebrating the new site on your email list or your socials.

STEP 9

Measure, Test, and Refine



Once your website is launched, it's important to keep track of its performance and make changes as needed. Make an ongoing commitment to refining your website and adding additional content based on the data you collect, and you'll ensure its long-term success in supporting your nonprofit.



The Right Technology and the Right Partner

Whether it's making the technology you have work better for you, or selecting and integrating new technology platforms, BackOffice Thinking is the right partner to help you advance your mission as a modern nonprofit. Our 15 years of work with nonprofits means we're familiar with common challenges and are experienced in the varied technology platforms used by organizations like yours.

Contact us to see the difference a Mission Delivery Platform can make for you.

GET IN TOUCH

[BackOfficeThinking.com](https://www.BackOfficeThinking.com) 610-709-6570

