

MY CHARITY  ONNECTS
CONNECTING CHARITIES TO THE TECHNOLOGY THEY NEED TO SUCCEED

 Direct Energy

Websites 101

 CanadaHelps.org
Giving made simple.

What We'll Cover

- What is Web Usability and Why is it Important?
- Principles of Web Usability
- Usability Testing
- Website Critique
- Web Stats
- Resources

What is Web Usability and Why is it Important?

A visitor who is satisfied with their experience with a nonprofit website is **49%** more likely to give than one who was dissatisfied with the overall experience

Web Usability



- Web usability refers to ease of use and visual design of your website
- The focus is on your users

Why is it Important?

- Good websites...
 - Are liked
 - Won't drive people away
 - Won't be distracting
 - Convey more information
 - Will be more compelling
 - Makes contributing easier
 - Will be visited again



Return on Investment for Nonprofits



- More engagement from users
- Increase credibility
- Get more media coverage
- Gain more support for your cause
- Increase donations

Principles of Web Usability

1. Present Your Information in a Clear and Concise Way

- Appearance
- Functionality
- Content



Make Text Easy to Read

• Keep your text

•How about this one?

•cAn yOu rEally rEaD

•This is more like it.

- Use a standard font and proper size
- Use proper contrast
- Use proper caps
- Best readability is dark on light (like black on white)

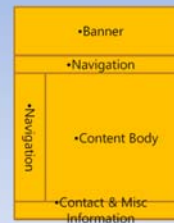
Whitespace



- Empty space
- Too many things may look intimidating



Follow Website Conventions



- There are patterns that have become conventions

Follow Website Conventions



Speed



- Make your pages load quickly
- Limit use of large pictures
- Interactive media can slow connection

Content



- Web writing is concise
- Keep paragraphs short and use bullet points
- Bold important points, but sparingly

2. Make navigating easy for users

- Give the correct choices to the users (make section names self-explanatory)
- Avoid too much scrolling

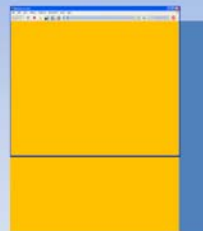


Self-Explanatory Choices

- Culinary Delights → Cuisine Options → Food Menu → Menu
- Career Services → Employment Opportunities → Job Openings → Jobs
- Organization Information → More Information About Us → About Us
- Give Us Your Time → Volunteer Opportunities → Volunteer

- Don't use ambiguous headings
- Give your visitors clear choices

Avoid Too Much Scrolling



- Keep it narrow
- Sideways scrolling is uncommon

Page Organization



- A separate page for each section
- Headlines are key
- Pictures to compliment topic

Breadcrumb Navigation



- Give visitors a clue of where they are
- Makes it easier to backtrack

3. Remove Ambiguity Regarding the Consequences of an Action

- Make it easy to go back to the home page
- Make mistakes easy to recover from



The Back Button



- "Back" is one of the most used browser functions
- Make sure that it doesn't break your website when it's used

Visual Consistency



- First glance is most memorable
- Keep visuals consistent
- Reinforce their sense of security

4. Put the most important things in the right places

- Have a clear description of what you do
- Show your Donate Now button prominently
- Complete contact information



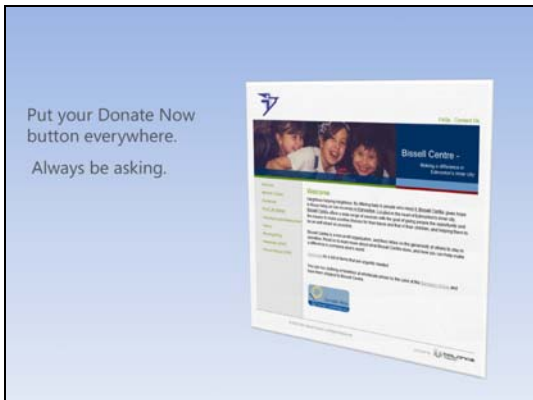


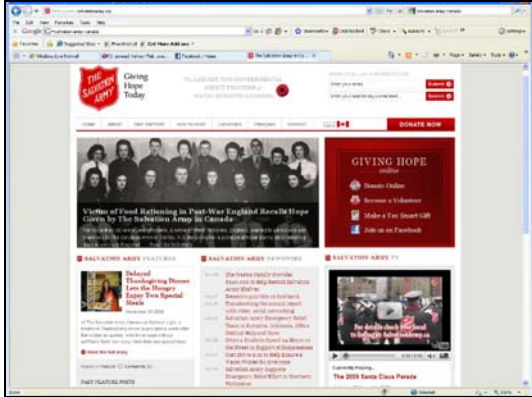
- Homepage should show your most important parts
- Put your Donate Now button "above the fold"
- Make it easy for your supporters to give!



Show What You Do Clearly

- Easy to see and understand
- Make it easy to remember!





Make it Easy to Contact You




- Banner
- Navigation
- Content Body
- Contact Information

- Not necessary to be on the homepage
- But have it easy to find

Usability Testing

Testing Questions



1. Is it obvious what this site is about?
2. Is it easy to find what I need?
3. Are the most important things visible when I arrive?

DIY Usability Testing Step 1: Find Testers



- Find 3-5 people who have some time (30 minutes, tops) to have a look at your website
- Testers should not already be familiar with your site (no staff, Board or regular volunteers)
- Testers should be representative of your usual website users

DIY Usability Testing Step 2: Using your site

- Ask testers to comment as they navigate your site (to give you insight about their choices)
- Ask testers to accomplish your main calls of action
 - Sign up for your newsletter
 - Click your Donate Now! Button
 - Find and apply for volunteer opportunities
 - Other ways they can get involved (buy tickets, buy products, join a group etc...)
 - Find general information about your organization's mission and mandate
 - Contact your organization



DIY Usability Testing Step 3: Observe

- Take note of:
 - How long each step takes to complete
 - Tester confusion at any point
 - Frustration
 - Ease of use
- Work with your web team to have the main issues and frustrations address
- ... repeat your usability testing whenever you make major changes to your site



Survey Your Users



- Make a checklist that rates your website
- Free online surveys (www.surveymonkey.com)
- Put a link on your site
- Put it in your newsletter
- Try to get everyone to do it

Check Out Other Charity Websites



- See what they are doing right (or wrong)
- May give some insight and inspiration

Website Critique

Original CIELAP Website



Modified CIELAP Website



- Now clickable
- Picture and shortened summary
- More prominent with shorter names
- Added a picture
- Donate Now! Button
- Trimmed content

Original True North Website



Modified True North Website



- Donate Now! button
- Moved what the organization is about and spaced them out for easier reading
- Resized Image to align with the homepage and also to load more quickly
- Fixed Section

Web Stats

Why Are Web Stats Important?



1. Understand your users
2. Know what people do on your site
3. Provides tangible feedback about your site
4. Leaves the guessing out of what works

Looking At Web Stats



- Web stats can be confusing
- Knowing where and what to look for helps
- Here's what you can take a look at now

Visitors



- Gain insights about the visitors of your website
1. Unique visitors
 2. First time vs. repeat visitors
 3. Visitor loyalty
 4. Length of visit
 5. Browsers
 6. Geographic profile & language

Content



- Top content
- Top landing pages
- Top exit pages

Traffic Sources



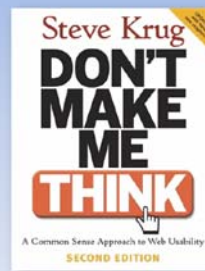
- Direct traffic: typed your address in a browser
- Referring sites:
 - Know your top referring sites
 - Are your ads working?
- Search Engines
 - Keywords

Google Analytics



- Free service
- Comprehensive feature set
- Go to <http://www.google.com/analytics/>

Don't Make Me Think by Steve Krug



- Best seller
- Easy to read
- Great content
- Lots of examples
- Great section on Do-It-Yourself Usability Testing and Resources

Other Books



[Prioritizing Web Usability](#) by Jakob Nielsen and Hoa Loranger
[The \(Usable\) Web Style Guide](#) by Patrick Lynch and Sarah Horton

Online resources

- Usability.gov – A great resource for building usable websites
- www.useit.com - Jakob Nielsen's site on web usability
- www.usabilityinstitute.com – A great free resource by Jack Belis (Free website survival checklist [here](#))
- [Eyetrack III](#) – A great website on eyetracking (Summary of findings by the Direct Creative Blog [here](#)).

What makes a great website is focus and clarity of purpose. A great website is unpretentious. It doesn't pretend to be what it is not. It never wastes your time because it always gets to the point. A great website helps you to act.

~Gerry McGovern

MyCharityConnects.org

What is MyCharityConnects?

CanadaHelps' online resource centre for charities – a website dedicated to connecting charities and nonprofits to the technologies they need to succeed.

What can I find on MyCharityConnects?

- Free online resources for charities
- Information about technology, Web 1.0, Web 2.0 & social media
- Video demonstrations
- Webinars (online seminars)
- 2009 Conference materials

Percentage of all annual online giving that happens in the month of December:

48%



"A nonprofit can become a highly visible source of vision, information, and shaping for donor generosity.

Donors are great people. But most of them are not experts in the causes they support. They're looking to you to be expert, to apply their generosity for maximum impact. Or even to invent some new better way to change the world that they'd never dreamed of.

The best nonprofits bring vision and expertise to the table, then set donors free to help them make good things happen."

Donor Power Blog – September 4, 2008



Welcome to Giving Made Simple.

Special Thanks to CanadaHelps.org for allowing to use these slides from a previous presentation.