BEST PRACTICES FOR
NON-PROFIT WEBSITES

At Squarespace, we believe that your online identity is as important as your in-person identity. Our goal has always been to help our customers create the most stunning websites possible, bringing their most ambitious dreams to life. And when it comes to non-profit organizations, we know how beautiful your dreams are.

We're proud to have made the process of designing and creating a website easier than ever, and want to share a few tips and tricks to ensure that your non-profit's site is as stunning and impactful as its goals. If you take these 10 steps, we believe you'll have an digital identity to be proud of. With over 1.5 million registered 501(c)(3)s in the U.S. today, Squarespace can help you stand out.

01. DETERMINE AN OBJECTIVE

Determine what the purpose of your website is before you start building. Are you spreading the word about your nonprofit, asking for donations, looking for volunteers, educating about the cause? Spend some time determining your objective, as it will set the tone for the rest of your site.

02. WIREFRAME

Wireframing, a term used to describe sketching out the pages you'll include in your site and how they relate to one another, can be a huge help before you start building online. Have a clear site architecture in mind so that you know how your audience will get from one page to another.
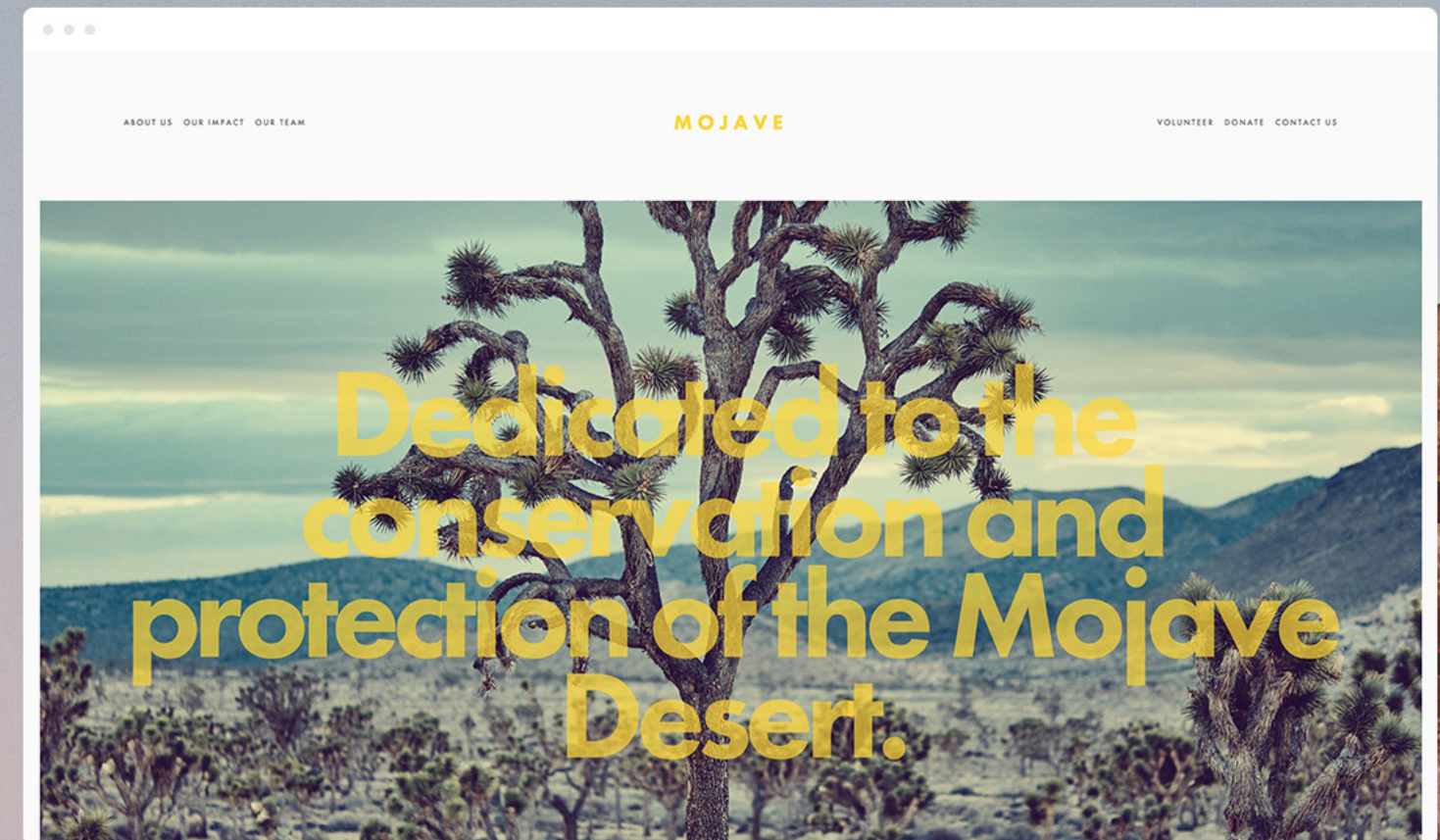
03. PICK A TEMPLATE

Pick the Squarespace template that gets the job done in a simple way so your mission is kept front and center.

04. INCLUDE A CALL TO ACTION

When you're ready to build your site, the call to action on your homepage is the most important aspect, and should level up to your site's objective. What do you want your audience to do when they visit? Make sure it's apparent in your website.

05. SECURE STRONG ASSETS

High-resolution photos, and clean edited copy that you're proud of will go far in adding polish to your site.

ABOUT US   OUR IMPACT   OUR TEAM

MOJAVE

VOLUNTEER   DONATE   CONTACT US

Dedicated to the conservation and protection of the Mojave Desert.

191
PAGE VIEWS TODAY
+127%

340 projected total
127.38% over this time yesterday (191 total)

276
VISITS THIS WEEK
-19.5%

1,614 projected total
-19.53% under this time last week (2,006 total)

38% Chrome
BROWSERS WEEKLY

432
PAGE VIEWS THIS WEEK
-19.1%

2,304 projected total
-19.10% under this time last week (2,849 total)

37.3% MacOSX
OPERATING SYSTEMS WEEKLY

124
VISITS TODAY
+125%

600
500
400
300
200
100
4/1 4/2 4/3 4/4 4/5 4/6 4/7

216 projected total
125.45% over this time yesterday (124 total)

81% Desktop
DEVICE PLATFORMS WEEKLY

06. **INTEGRATE SOCIAL MEDIA**

Facebook, Twitter, or Instagram buttons on your site can serve as a to action. Squarespace's integration with social platforms makes this an easy one to implement.

07. **BE CONSISTENT**

Both in style and messaging, make sure that your website maintains a cohesive look and feel. Our style editor allows you to customize your Squarespace site to your liking, and you can easily ensure that you're keeping the same fonts, colors, and sizes across your pages.

08. **INCLUDE CONTACT INFORMATION**

Your supporters should have an easy way to get in touch. Our contact forms make this a breeze to set up, and you can choose either MailChimp or Google docs as storage options for newsletters.

09. **KEEP TRACK OF YOUR METRICS**

Squarespace Analytics, available both on your desktop site and as an app, is a great way to keep tabs on your visitor numbers and other key data points. Stay informed about who your supporters and interested members are, where they are, and when they're visiting.

10. **MAINTAIN STRONG SEO PRACTICES**

While Squarespace's templates already have SEO best practices built in, it's a good idea to go the extra mile. Being discoverable makes your non-profit all the more likely to achieve its goals, and you can do simple things like ensuring your photos have captions, your pages have page descriptions, and providing as much information as possible for Google search purposes.

FOR MORE INFO
VISIT SQUARESPACE.COM

Our award-winning Customer Care Team is available 24/7.
If you have any questions, please visit support.squarespace.com.