



10 Stats You Should Know About Nonprofit Websites in 2019

The Nonprofit Website School

Today You'll Learn

- Website stats that will affect you this year
- In-depth insight for each stat
- Ideas for how to improve your website strategy
- How you can work directly with me to improve your website



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How I Arrived at This Data

- Quarterly website strategy meetings with nonprofit clients
- Nonprofit Website School students
- My own insight and professional development



SEARCH ENGINE
OPTIMIZATION
HAS CHANGED
DRAMATICALLY

Google unearthing and
favoring key content
such as
blog posts, stories
and service descriptions

ACTION ITEM

Routinely monitor
your search
query data and
top landing pages

Need help?

LESSON #1

What to Monitor & What it Means

There's way too much information in Google Analytics! Learn about the six most important terms, what they mean and what they're telling you about your website and about your organization.

LESSON #2

Step-by-step Tour of Google Analytics

Get a guided tour of Google Analytics.... including insider tips for spending less time while getting *more* insight. Bonus: Grab the customized Nonprofit Website dashboard for automatically tracking everything in one place.

LESSON #3

Install Google Analytics on Any Website

Learn how to install Google Analytics on your nonprofit website (or just verify that you've installed it correctly!) with this easy to follow tutorial.



SEO IS PART OF
ANY OUTREACH
STRATEGY

During any promotion,
supporters use
Google to find your site

ACTION ITEM

Do a test search
in Google as
part of your
promotion prep




SEARCH + NEW
+ MOBILE =
CONVERSIONS

The visitor *most likely* to
convert on your site is
a new visitor,
on their phone,
coming from search

ACTION ITEM

Keep this
experience in
mind as you
create content,
create website
layouts



DONORS PREFER
TO DONATE VIA
THEIR DESKTOP
COMPUTER

Donors spend more
time on desktop
donation form,
bounce less,
convert at higher rate

ACTION ITEM

Test your donate
form/tool across
all devices



DONORS LOVE EMAIL MARKETING

Email segment has the
highest conversion rate,
highest value gifts

ACTION ITEM

Focus on growing
your email
marketing list and
improving your
messages



WEB VISITOR
DEMOGRAPHICS
ARE DIFFERENT
THAN DONOR /
SUPPORTER
DEMOGRAPHICS

Google Analytics can
track age, gender,
interests

ACTION ITEM

Learn more
about your
supporter profile,
either via GA data
or via your data



POPUPS ARE
EFFECTIVE WITH
NEW VISITORS

Popular offers include
email subscription and
event registration

ACTION ITEM

Add a popup
targeted at
new visitors
(but not
mobile visitors!)




EVERYONE IS
STRUGGLING
WITH GOOGLE
ADWORDS

Remaining Google
AdWords traffic is
diminished and
engaged

ACTION ITEM

If Google AdWords is an important acquisition tool for your org, hire a consultant or pay for ads out of pocket, or both



FACEBOOK ADS
WILL GENERATE
TRAFFIC, BUT
NOT HIGH
QUALITY TRAFFIC

Facebook ads will
generate traffic,
but not engaged,
not converting

ACTION ITEM

Aim for
< 70% bounce rate
and
> 1:00 average
session duration



75% OF YOUR
VISITORS ONLY
SCROLL DOWN
TO 25% OF ANY
GIVEN PAGE

Converters
are more likely
to scroll



ACTION ITEM

Prioritize the
design and/or
content
of your pages