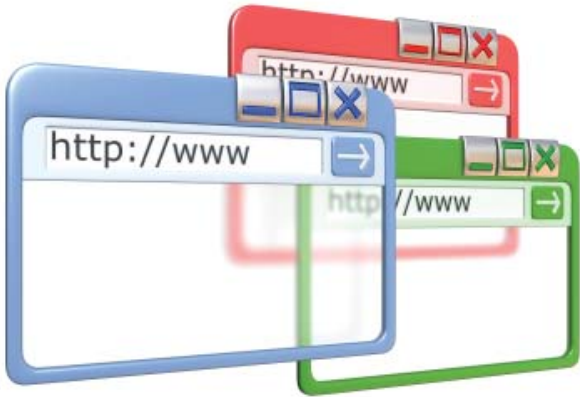


# Take Back Control of Your Website

## Top 10 Things Every Executive Director Should Know about Websites



- 1.** Your most valuable assets are your domain name & your website. Your domain name will be typed and your website will be viewed by more people, more times, than any other name or marketing material you will ever create.
- 2.** Your two most valuable assets should not be kept at one location. If you keep your domain name at one host and your website at another, you add an additional layer of security if something were to happen to one or the other.
- 3.** Your domain name should be easy to remember and type. People will always type .com before .org so get both names and leave out the dashes and unusual characters - no one will remember them. Keep names to less than 15 characters.
- 4.** You get better customer service and fewer problems if you host directly at a well-known host and not through a “reseller” - usually a sole proprietor renting space from the larger host and reselling it to you.
- 5.** The owner of the credit card on file with the hosting company is the owner of your website. Use an organizational credit or debit card because you WILL NOT have access to your account without the login id and password OR the credit card number.

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- 6.** The biggest expense of a site is the overall design and organization - the number of actual pages is not a significant factor. You will need a minimum of 10 pages to have enough information for a potential donor to make a “buying” decision.
- 7.** Professional photos are a MUST for everything you do. It will cost you less than \$1,000 to hire a photographer for a day to follow you around, obtaining program and staff photos that can be used for the year in ALL your marketing materials and website.
- 8.** Collecting credit card numbers on your website is risky and can open up your nonprofit to potential lawsuits and other problems. When you set up your donations page, make sure the actual payment page is hosted elsewhere.
- 9.** A new modern website will not work with an old outdated logo. Your logo is part of your brand and is the best way for you to stand out amongst the competition - make sure it is updated before spending money on other marketing materials.
- 10.** It does NOT take a village to approve and launch a website. Your board needs to approve the budget and contract and then appoint a small committee to focus on and manage the project; this will hugely improve project results and prevent time delays.