



# FIVE STEPS TO A WINNING WEBSITE

Web Design  
Lead Magnet  
US Version

Successful website projects are a collaboration between you (the client) and the design agency you work with.

While you need the expertise of the designer to put together a beautiful website that suits the intended purpose, the designer, in turn, needs you to communicate effectively and regularly.

You may have already had an experience creating a website with an agency or solo web designer that didn't have a successful result. It does happen sometimes, and it's usually down to one (or both) parties not delivering what was needed to push a great project over the line.

In this guide, we've put together 5 crucial steps for a winning website project. If your designer works in tandem with you to deliver each of these 5 important steps, you're going to end up with a result you can both be proud of. More importantly, it will be something your audience will love.

A new website project or a website in need of a re-design is a platform filled with untapped potential. The potential to clearly communicate your mission and vision with your target audience.



## **What Makes A Web Design Project Successful?**





# 1: REQUIREMENTS

The very start of a website project has you thinking about the requirements of what you're after.

Your requirements could focus on specific features you are looking to have, for example, the ability for your audience to give to your nonprofit online. Or perhaps a Live Chat option, so your audience can get quick answers from you or your team.

No matter the requirements you're after, the most important thing is clarity. With clear and well-thought-out requirements, it helps everyone to be on the same page. Be prepared to discuss your requirements with your design agency, as they can help you to understand what is and isn't possible.

Sometimes you may have an idea that can't feasibly be realized on your new website. Your design agency will let you know this, and if possible, they will suggest an alternative. Remember that they're trying to work with you, so it's essential to have an open discussion.



Make a list of 5 key features that you would love to see on your new website. It doesn't hurt to look at what your closest competitors are doing here...after all, you want to do things better than them, don't you?

Another thing to consider when thinking about your requirements is that your needs and the needs of your audience can sometimes be two completely different things.

Your nonprofit's website is not for 'you' as an individual; it's for your audience and potential donors who will be using it. It's okay for you not to like a specific color or feature, but take a moment to consider your target audience and their thoughts.

It can be hard to get yourself into the mindset of your target audience. You may find it helpful to speak to some existing donors and ask them what made them support your nonprofit and what would generally influence their decision.



In one sentence, describe how your ideal website would make your audience feel/think/act.



## 2: INVESTMENT

Every website project needs a budget. However, you shouldn't look at it as a "budget" or a "price." It's an investment in your nonprofit. Yes, you might feel that this sounds like marketing talk, but it's actually just a mindset shift.

Instead of thinking about how much each element that makes up the website costs, think about your project along the lines of "what investment do I need to make in our website to bring success to my nonprofit?"

Changing how you look at the investment needed in a website opens the doors to more critical thinking. It's not about spending more, it's about spending smarter.



Think about the investment you want to make in your new website. What would success mean to you? E.g. "Double your donations in a year" or "100 new donors in 6 months".



The role of your design agency is to create an excellent website for your nonprofit AND your audience. To do this, they'll listen to your requirements and the investment level that you have available.

Focus is best spent on key tasks and requirements that will get your new website live and in front of your target audience. As your nonprofit grows from the benefits of the new website, you can plan the next phase of development tasks with your account manager.



Make a list of your requirements and assign a priority to each. Which of these could be pushed to a second phase of design work, if necessary?



## 3: GOALS

It's important to have goals for your new website to measure your project's success as you move forward.

For the website project itself, this would typically be that the website is delivered on time, for an agreed level of investment, and with all agreed requirements in place.

Having scheduled clear goals allows for easy communication during a website project, both the design agency and you will be aware of any goals for the new website, as these will be discussed at the start of your project.

Have you ever heard of or used SMART goals previously? These are goals that are defined as:



Specific



Measurable



Achievable



Relevant



Time Bound

SMART goals are trackable goals with definitive results. This brings a level of structure to your goals and makes sure that you can easily see if they were attained or not.

Here are a few quick examples of a SMART goal:

- 20% increase in donations through our website in the next 6 months.
- 25% increase in email subscriptions through our website this year.

Each of these goals has a specific target, which we can measure, is achievable, relevant, and bound by a timescale.



Think about SMART goals for your nonprofit. What SMART goals would you like to achieve with your new website? Write down at least 3 if you can.





## 4: CONTENT

The content on your website is one of the most important features. It has the power to draw people into your site and also the power to repel them back to the search engines.

You should work with a copywriter wherever possible to ensure you have great copy on your website. This can depend a little on your available investment, but investing in a great copywriter will pay for itself many times over.

It can be tempting to write the copy yourself, but unless you have experience at doing so, it can be hard to get the tone right. A better option would be to work alongside your copywriter, sending them over some notes on your products/services and helping them to understand your target audience.

Then, let them create some great copy for your website.

Nonprofits that can effectively turn their services into benefits for their donors are more likely to attract and retain support. Instead of simply listing the features of their programs or the audience they serve, nonprofits should focus on the problems they solve for their donors.

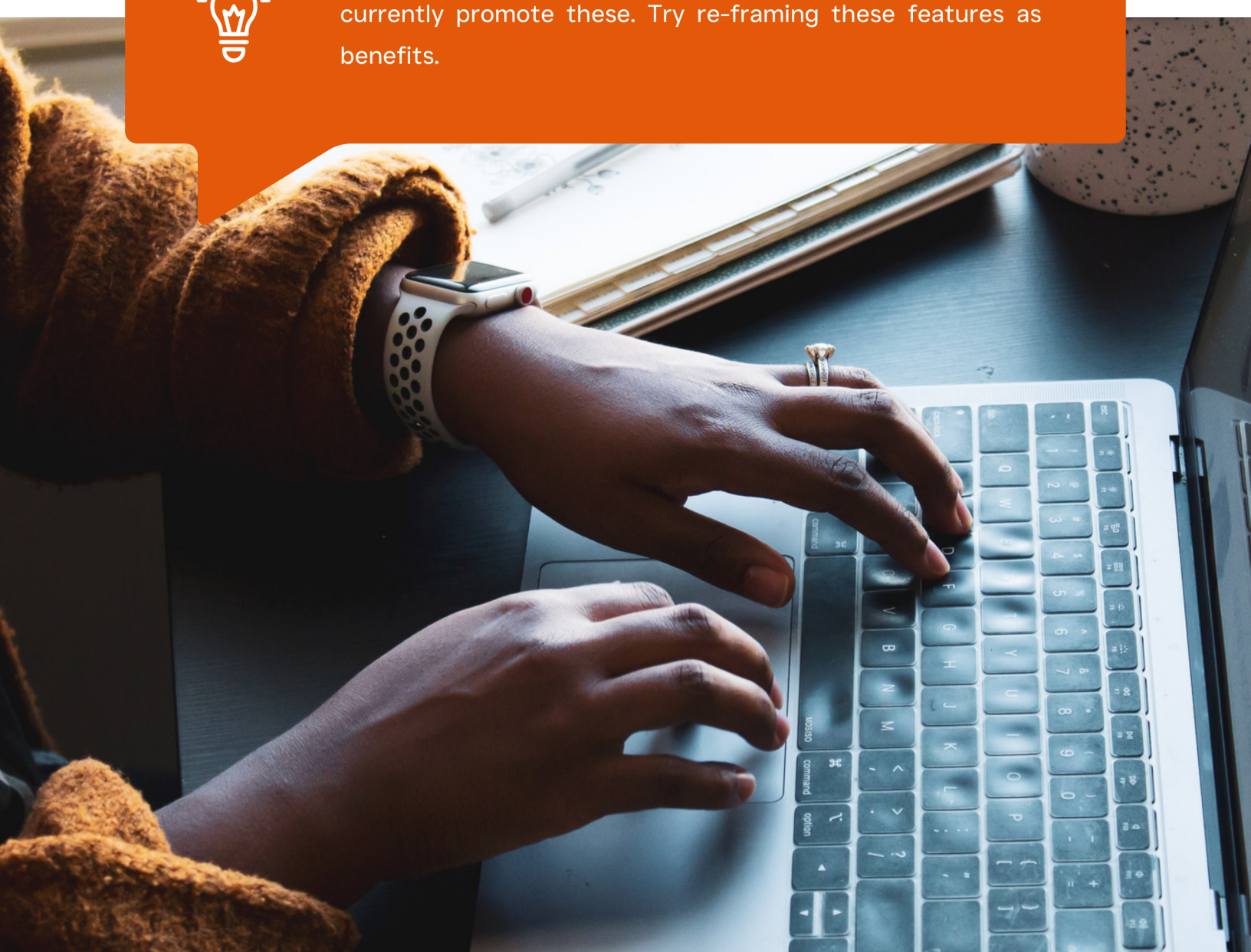
Donors want to know how their contributions will make a difference and what impact they will have on the community or cause. By highlighting the benefits of donating, nonprofits can evoke emotional responses and build stronger connections with their supporters.



When crafting messaging for their website or marketing materials, nonprofits should always consider the question their donors are asking: "What's in it for me?" By answering this question through the lens of the donor's needs and desires, nonprofits can effectively communicate the value of their work and inspire more significant support.



Think about the benefits you offer your donors and how you currently promote these. Try re-framing these features as benefits.





## 5: COMMUNICATION

Great communication allows you and your design agency to get the most out of your website project. It's a two-way street, needing care and attention from both sides.

Effective communication helps to keep a website project on track and avoid any time delays. As part of the original proposal your design agency sends over to you, there will be a section on the project's timeframe. This schedule is drawn out with a typical expectation that both parties will be able to communicate on a timely basis.

One of the best things you can do for your website project is to ensure that there is one clear point of contact in your nonprofit. If you have a larger team of employees, then you may choose to delegate this to an appropriate member of staff.

If you're working with a design agency, they will have the same processes in place and will also delegate a single point of contact. The advantage to these two single points of contact is that they both get to understand the requirements, needs, and nuances of the project in great detail.



Decide who will be the main point of contact in your nonprofit for your website project. If it's not going to be you, make sure that person is briefed on your requirements and any other necessary details.

For any parts of the project that require feedback from your company, you'll want to make sure you send back clear and concise feedback to your design agency. If you have multiple people inside your company who will be looking at the website work, it's good to do this together and make a list of key points that you want to feedback to the design agency. Then, your main contact person can feed these back as part of the process.

The worst-case scenario here would be multiple people in your company all having their own ideas and sending them over independently to the design agency. This can lead to confusion and unnecessary delays in the project, as well as potential work being carried out on changes that you didn't want.



If there are multiple people in your nonprofit who will be looking at the new website project with you as it progresses, try and arrange a time to sit down in a meeting with them at important feedback points, so you can have a roundtable discussion. Make sure they're all aware of your project goals and requirements, so you can give the most valuable feedback possible.





# SUMMARY

We hope you've enjoyed reading through our guide on [5 Steps To A Winning Website Project](#).

Your next website project could be the very first one for your new nonprofit, or it could be the latest re-design in a line of successful websites that you've had previously.

It doesn't matter what level of experience you've had with website projects previously, the most important thing is that you choose to work with an agency that clearly understands your nonprofit and your requirements.

We've got some additional tips and ideas that we'll be sending over to you via email in the next few days, offering some further insight and action points that will help you with a successful project.

If you have any questions or would like some more information on how we can help your nonprofit, please get in touch.





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