

Module: Digital Skills

Keeping your web site active and alive

1. Update often

It's important to update your website regularly. You need to schedule this. Your followers need to see that you are active and willing to share the updates and achievements you have made. Constant updates of the website also help keep it in search pages.

2. Website's activity

For an easy addition to your activity, you may integrate feeds from your social media accounts to your website. Be careful to upload often so that search engines can dictate activity and users can always find something fresh to read.

3. Inform your visitors

Try to be engaging and modern through photos, interesting and informative short videos. It has been observed that when a website is attractive, visitors will stay longer and that there is a greater chance that they will interact. Don't forget to post comments from supporters to make the website livelier.

4. Check key features

You must constantly check the links on your website to make sure they all work perfectly.

You should also check if the donation system is working well and is safe and the ways to contact you or the email addresses are working well.

Finally, don't forget to test the access to your website on all digital devices (tables, computers, mobile telephones) and all browsers, to be sure that they are working properly.

5. Have a Clear Navigation bar

Navigation is essential. Visitors will usually come to your page looking for a specific section. You must make sure your navigation bar is well-organized and prioritized based on your most popular ones.

Donors who arrive on the website must not be lost and can easily find the donation section.

6- Keep branding

You need to stay consistent with brochures, ID cards, emails, your website and more. It will help people recognize your brand.

7- Allow social media sharing

Social sharing buttons need to be easy to find on your website. It will allow your visitors to share anything they want with their friends and family on their social media.

8- Make your website available on mobile devices

It is important to have a rank on Google but you need to make sure you can be accessed by mobile devices. The usage of mobile devices. According to Statista, in 2020, 76% of all devices were mobile phones. That means that the possibility to be accessed through a mobile phone, is greater than through a pc or laptop. Be prepared!

9- Review your Website

It is always better to review your website on a regular basis to see what works what does not and how you can improve it.

All this will also be good for the SEO, the Search Engine Optimization. It includes all techniques that aim to improve the positioning of a page of a site in the page of search results of a search engine.