QUALITIES OF A GOOD
Website

How can your mission best be illustrated on your website?

Consider your...
1. Target audience
2. Calls to action
3. Website goals
4. Helpful content
5. Mobile-friendly design

Website Qualities
Appearance: Keep your page looking clean by choosing coordinating colors, an easy-to-read web font, and illustrative graphics. Aim for a simplistic look that shows an organized and logical layout.

Content: Write in a friendly-tone to help your audience feel valued and informed. Group related items, be concise in your verbiage to avoid blocks of text, and break your content up by using headers to help skimmers slow down and read.

Functionality: Keep the essentials easy to find for your audience: contact, events, social media, etc. Review content over to ensure an error-free webpage.

Usability: Beyond appearance, navigation is the second feature your audience uses to explore your webpage. Give your navigation a logical sitemap to avoid confusion and frustration.

Findability: Use 3-5 keywords per page to increase your Search Engine Optimization and chance of being found. Provide accurate contact information to promote better connections.

Adaptability: Websites have a 1-2 year lifespan and user aspects are constantly changing. Repackage your content and adapt it to keep up with your audiences needs.