

NonProfit Technology Self Audit - Basic

Website is secured with SSL (https)?

Nowadays the answer is probably yes, but worth double checking just in case. You can make sure everything is setup correctly by putting your website address into this checker - <https://www.sslshopper.com/ssl-checker.html> . If your site isn't secure it's going to discourage donors from giving and Google from ranking.

No Yes
1 2 3 4 5

Google Analytics setup on all websites and apps?

You may not be ready to do anything with your analytics, but that doesn't mean you shouldn't have it setup and recording now. If you aren't checking in now, one or two years from now you or someone you bring in to help you is going to want to know what has been working and what hasn't. Shouldn't take more than 30 minutes, a copy and paste or note to your website maintainer.

No Yes
1 2 3 4 5

Online giving is easy and available on all websites?

Ok, now that your site is secure and you can see what's going on, you should start asking for money. Even if you're not really the type of nonprofit that asks individuals to donate. You should make it possible and it's super easy. We're partial to FundraiseUp because it has a lot of advanced features that don't require a lot of advanced work, check it out here - <https://refer.fundraiseup.com/3ryxw24kle37>

No Yes
1 2 3 4 5

Recurring giving is easy and prominent on all websites?

Pretty much like the last one, but some nonprofits add a paypal link and call it good. But not you, you're better than that, right? Make sure its not only there, but easy. It really helps turn one time events like Galas and Giving Tuesday into year long involvement.

No Yes
1 2 3 4 5

Website works and looks better on mobile than desktop?

Did you know over 55% of all web traffic is mobile traffic? Does your website know that? You should make your website work great on mobile for your users' sake, but if not for them you should do it because Google will penalize you if you don't. If you're not sure what Google thinks of your site, you can find out here - <https://search.google.com/test/mobile-friendly> .

No Yes
1 2 3 4 5

Readily have access to manage websites, DNS and hosting?

Hopefully someone at your organization does, but this is usually a sore spot for NonProfits and no one realizes it's a sore spot until it's too late. DNS is usually handled where you buy your domain name like GoDaddy or Namecheap or a place like that, if you have that login you should be all set for DNS changes if needed. Hosting is sometimes by those places as well, but can be other places like Pantheon or WPENGINE. You don't really need to do anything with these once you have them, you just need to know where they are, like a fire extinguisher.

No Yes
1 2 3 4 5



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A service is in place for all websites to handle a large influx of traffic?

Most website hosts aren't up to the task of national news coverage or everyone at a large event visiting at once. If you don't have a CDN like Cloudflare in front of your website your next big break as a nonprofit won't convert like it should. Lucky for you we wrote up step by step instructions on how to set this up yourself, check it out -

<https://codekoalas.com/blog/easy-way-make-your-non-profit-website-bulletproof> .

No 1 2 3 4 5 Yes

Website uptime monitoring and outage notifications are in place?

When was the last time you went to your website? Do you go there every day? Every hour? Chances are if it has issues and goes down someone else is going to find it and let you know about it. But you can beat them to the punch with really inexpensive monitoring services like Uptime Robot. They can email or text you when your website has issues, so you're the first to know, and not that board member that's always hassling you :)

No 1 2 3 4 5 Yes

Is Google search console setup?

You may not be ready to put much effort into SEO, but you're growing so someday you will be. Make sure you know how people are finding you today, and get Google's recommendations on the basics you should be doing to help people find you. You can find easy instructions on getting this setup here: <https://support.google.com/webmasters/answer/10267942?hl=en#>

No 1 2 3 4 5 Yes

Website is regularly backed up including a local copy?

Hired an intern to work on your website? Done something controversial that gets the wrong attention to your website? There are many ways things can go very wrong with your website and really only one way to protect from it. Make sure your website is regularly backed up and you have your own copy of it somewhere local that you refresh at least quarterly.

No 1 2 3 4 5 Yes

Once you complete this audit you can go to the link below to request a free 1 hour consult on improving your score and request a free advanced technology audit.

codekoalas.com/npta

Total up each ranking

x2 x4 x6 x8 x10

Multiply by number above

Add up all 5 boxes to get a % of how well your NonProfit is doing with technology.

%



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