

# Ten Tips to Turn Your Website into Your Strongest Marketing Tool

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With more than 250 million people throughout North America using the Internet on a regular basis, your website is a key marketing tool for your organization. Websites are accessible around-the-clock and to stand out from the masses, a website should have compelling content and visual appeal, be engaging and informative, and reflect the activities of the facility. With the help of non-profits software that includes a website content management system feature, anyone from your facility can easily update and post content and ensure that you achieve a customized and user-friendly website. Below are the top 10 tips your organization can use to turn your website into your strongest sales and marketing tool:

## 1. Call to Action

It is essential that your website includes a clear call to action that reflects what it is you want visitors to do next. Whether it's a "Register Now" or "Donate Now" button that appears on the side of every page of your website directing visitors to sign up for a class or donate to a campaign, a survey to garner feedback, or contact information to connect immediately, your website must include a call to action to turn prospects into customers. Your call to action should be easy to find, and once a visitor acts on the call to action, the process should be simple to follow.

## 2. Relevant Information

Your website needs to provide information that is relevant so that visitors to your site will keep coming back. It should deliver what your prospects and customers are looking for, without overburdening them with too much content. Remember, you ultimately want these virtual visitors to meet you in person at your facility. Keep the content simple and easy to read and navigate. Provide search functionality so website visitors can find exactly what they're looking for quickly and easily.

## 3. Community Engagement

Turn your website into the go-to community for health and wellness and recreation enthusiasts in your area. Include blogs from member service staff or one of the instructors to keep people informed on the exciting things happening at your facility. Offer message boards that enable your prospects and existing members to connect with one another. Message boards can be a great resource for parents, such as for setting up carpools.

## 4. Memorable Web Address

Make your website address easy to spell and remember. If you already have a website address but feel it may be challenging to remember, consider creating another domain name and simply forwarding to your current website.

## 5. Search Engine Optimization

SEO cannot be stressed enough. If your prospects can't find your website, chances are they will have a difficult time even finding your facility. Increase where you rank in search results by using meta tags, or the information and keywords inserted into the "header" area of your web pages. Know what keywords your customers and prospects use to find you online and incorporate those keywords naturally throughout your site using a web content management tool. For example, if your customers and prospects typically search for you online using "summer camps in San Diego," then make sure your website pages and meta tags include this phrase and keywords.

## 6. Multiple Contributors

If you have a web content management tool, you have greater flexibility to allow anyone (instructors, staff members or even parents) to contribute to website content to make it more authentic. Allow their voices to be heard to explain your organization in their own words. Your content management tool should allow you to set authorizations or request approvals before edits or changes are posted.

## 7. Key Accomplishments

Communicate notable accomplishments such as fundraising milestones, YMCA or YWCA member stories, competition standings and more. Consistently posting this type of information online makes your website more personal. Members will be eager to check back to your website frequently to get connected.

## 8. Pictures

Nothing makes a website more personal or engaging than photographs and videos of members who are participating in classes, competitions, and clinics. Photographs and videos offer a glimpse into the energy and excitement at your facility, and provide a reason for people to check back to your website frequently to view photos and recordings.

## 9. Updated, Fresh Content

Update your website frequently with schedules, events, new services, instructor information, and holiday openings or closes to keep website visitors coming back to your site for the latest news.

## 10. Quality Content

Don't think more is better when it comes to website content. Post only content that your website visitors will truly value, or risk losing online traffic. Internet users want to find what they want, when they want it, and don't want to take the time to sift through too much clutter to see photos, find scores, look up directions, read articles, or receive tips and updates. Don't be afraid of white space. Bear in mind that quality will always outweigh quantity.

Once your website is ready for the masses, promote it! Include your website address anywhere your business name can be published, including on voicemail messages, email signatures, membership cards, receipts and invoices, advertisements, business cards, flyers, Web pages, and social networks.

What's important to remember when creating or maintaining your organization's website is to explore non-profits software that allow you to easily update content and incorporate interactive tools that drive members to your site frequently. Follow these 10 tips to ensure that your facility doesn't miss the opportunity to turn your website into your best marketing tool.