**Your Website + Your Goals = A Success Story**WEBSITE REPORT CARD

|  |  |
| --- | --- |
| Clear goal?  | / 4 |
| Descriptive title? | / 4 |
| Overview description/instruction? | / 4 |
| Strong hero image? | / 4 |
| Using good keywords? | / 4 |

|  |  |
| --- | --- |
| TOTAL  |  |

20-25 = A
14-19 = B
6-13 = C
1-5 = D

**Quick Tips for a Successful Website**Where do we start? Take a step back…

* Assess your branding
* Ensure your webpage has a clear call to action
* Reorganize your content for easier navigation
* Check for broken links and outdated/irrelevant information
* Identify text-heavy areas (and where you need images)
* Use direct language & titles
* Identify areas for member testimonials

**Already have a good website?**

Make these sections of your website more engaging by adding:

|  |  |  |
| --- | --- | --- |
| **About Us*** Mission statement
* Founding story
* Board members
* Bylaws
 | **Events*** CEC HQ events
* Member events
* Virtual
* Conferences
* Networking Opportunities
* Non-CEC Events
 | **About Us*** Links to CEC HQ
* Highlight member benefits
* New Member Onboarding Webinars
* Get Involved
* Blog/news
* Affiliated groups
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**Wanna look like CEC? Don’t forget to check the CEC Brand Guide:** https://brand.exceptionalchildren.org