A black background with a black square

Description automatically generated with medium confidence**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* Check for broken links and outdated/irrelevant information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 |

**Wanna look like CEC? Don’t forget to check the CEC Brand Guide:** https://brand.exceptionalchildren.org