

# Nonprofit Websites That Build Community

How to know if your site is  
effective...  
+ what to do if it's not



This presentation is for  
you if...

1.

You feel like your website is just  
“there.”

2.

You find yourself working around your website.

3.

Even simple changes cause major headaches.

4.

Your website isn't pulling its weight.



# We're Pixel Lighthouse

Austin & Andrea

Sparking that "aha" moment

200+ nonprofit websites

Common patterns



**PIXEL LIGHTHOUSE**

nonprofit web • brand • strategy



What does **effective** even mean?



# First, a quick poll





**Drumroll, please...**

**Base considerations for an  
effective website**

## PERSONAL OPINION

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# CONTENT MANAGEMENT

The screenshot displays the WordPress Dashboard interface. On the left is a dark sidebar with navigation links: Home, Updates, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled "Dashboard" and includes several widgets:

- Site Health Status:** A widget with a title and expand/collapse icons. It contains the text "No information yet..." and a paragraph: "Site health checks will automatically run periodically to gather information about your site. You can also [visit the Site Health screen](#) to gather information about your site now."
- At a Glance:** A summary widget showing "1 Post", "1 Page", and "1 Comment". Below this, it states "WordPress 5.9.2 running [Twenty Twenty-Two](#) theme."
- Activity:** A widget with expand/collapse icons. It has a sub-section "Recently Published" showing "Today, 10:30 pm" and "Hello world!". Below that is a "Recent Comments" section featuring a comment from "From A WordPress Commenter on Hello world!" with a profile picture and the text: "Hi, this is a comment. To get started with moderating, editing, and deleting comments, please visit the Comments screen in...". At the bottom of the activity widget are filters: "All (1) | Mine (0) | Pending (0) | Approved (1) | Spam (0) | Trash (0)".
- Quick Draft:** A widget with expand/collapse icons. It has a "Title" input field, a "Content" text area with the placeholder "What's on your mind?", and a "Save Draft" button.
- WordPress Events and News:** A widget with expand/collapse icons. It includes a search prompt "Enter your closest city to find nearby events." with a "Select location" icon and a "City:" input field containing "Cincinnati", a "Submit" button, and a "Cancel" link. Below this are several news items:
  - WordPress 5.9.2 Security and Maintenance Release
  - WP Briefing: Episode 26: Matt Mullenweg on Ukraine, Community, and WordPress
  - WPTavern: Gutenberg Contributors Explore Expanding Background Image Block Support and Refining UI for Background Tools
  - Gutenberg Times: WordPress 6.0, Four Types of Themes, Museum of Block Art – Weekend Edition #206
  - WPTavern: Does WordPress Need 1,000s of Block Themes in the Era of Full Site Editing?At the bottom of the widget are links for "Meetups", "WordCamps", and "News".

At the top right of the dashboard area, there are "Screen Options" and "Help" dropdown menus.

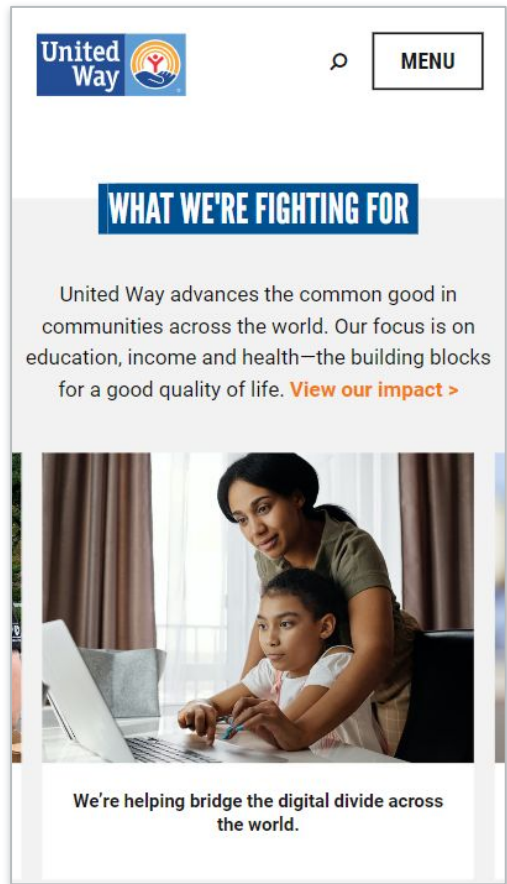
## 771 million people in the world live without clean water.<sup>1</sup>

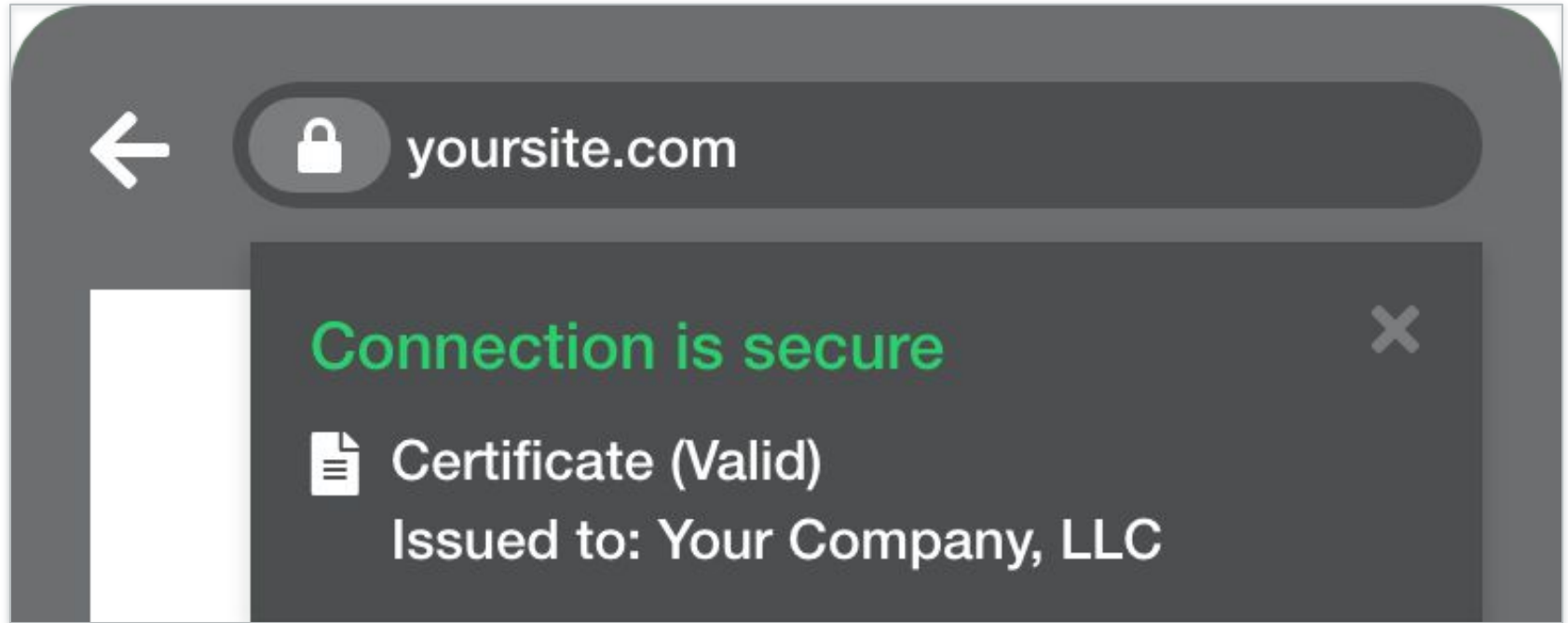
That's nearly 1 in 10 people worldwide. Or, twice the population of the United States. The majority live in isolated rural areas and spend hours every day walking to collect water for their family. Not only does walking for water keep children out of school or take up time that parents could be using to earn money, but the water often carries diseases that can make everyone sick.

But access to clean water means education, income and health - especially for women and kids.



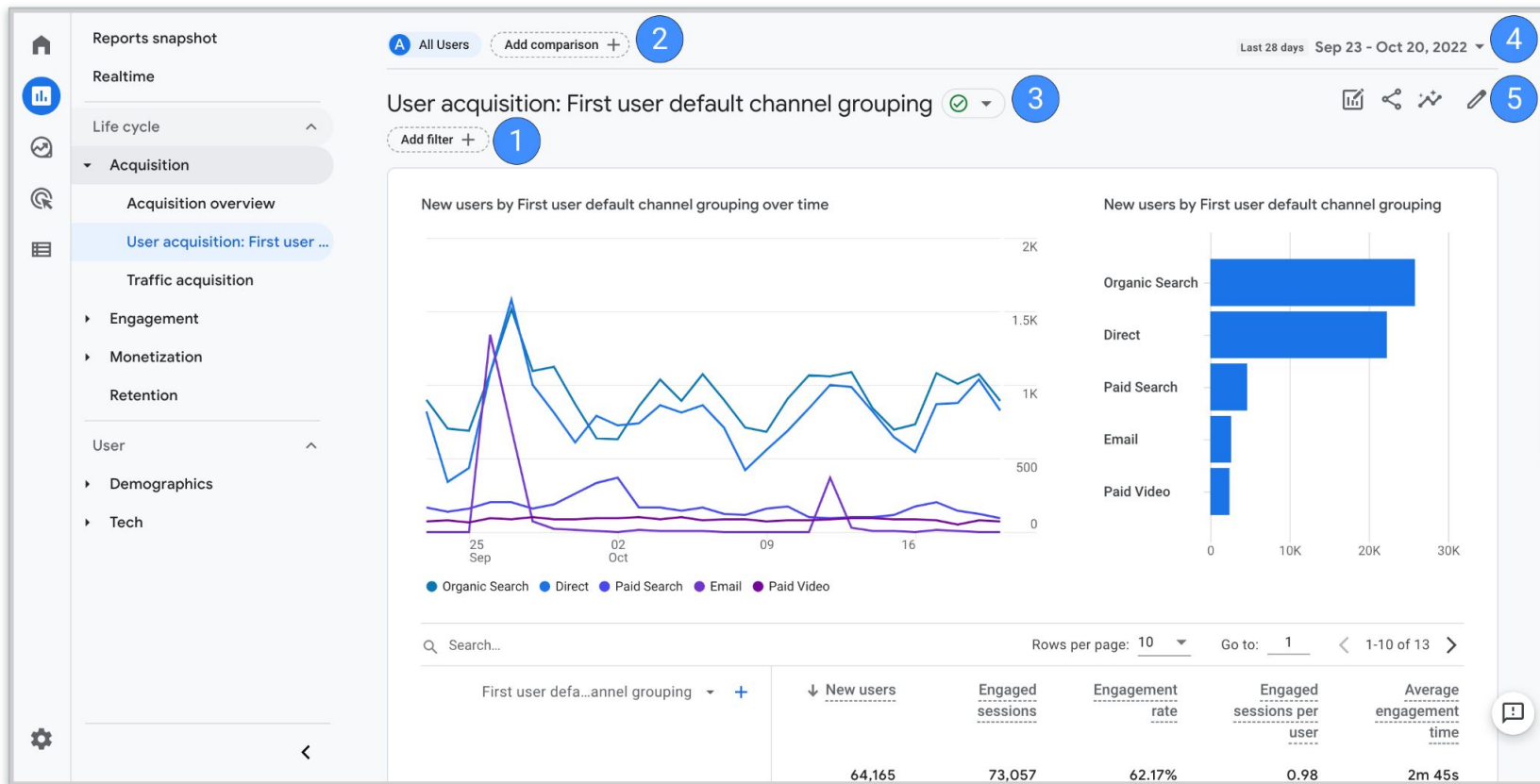
# MOBILE EXPERIENCE







# ANALYTICS



# SITE SPEED

The screenshot shows the GTmetrix website performance report for the URL <http://pixellighthouse.com/>. The report was generated on Wednesday, June 21, 2023, at 12:37 AM -0700, using a Chrome (Desktop) browser at IP 103.0.5060.134 with Lighthouse 9.6.4. The overall GTmetrix Grade is **A**, with a Performance score of 100%, Structure score of 85%, LCP of 430ms, TBT of 44ms, and CLS of 0.01. The report includes a 'Speed Visualization' section with a timeline from 0.7s to 6.5s. On the right side, there are navigation options like 'Re-Test', 'Compare', 'Page Settings', 'Monitor', 'Set Up Alerts', 'Tags', and 'Download PDF'. A dark blue banner at the bottom right promotes 'Adblock Plus' with the text 'Block ads and trackers on this page' and 'Enable AdBlock Plus to see how this page performs without ads or trackers with a free GTmetrix account!'. A 'Create account' button is also visible.

**GTmetrix** Features ▾ Pricing Resources ▾ Blog Log In [Get Started for Free](#)

## Latest Performance Report for: <http://pixellighthouse.com/>

Report generated: Wed, Jun 21, 2023 12:37 AM -0700  
Test Server Location: 🇨🇦 Vancouver, Canada  
Using: 🌐 Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

**GTmetrix Grade** ?

<b>A</b>	Performance ? <b>100%</b>	Structure ? <b>85%</b>
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**Web Vitals** ?

LCP ? <b>430ms</b>	TBT ? <b>44ms</b>	CLS ? <b>0.01</b>
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**Summary** Performance Structure Waterfall Video History

**Speed Visualization** ?

0.7s 1.3s 2s 2.6s 3.3s 3.9s 4.6s 5.2s 5.9s 6.5s

**Re-Test**  
**Compare**  
Page Settings  
Monitor  
Set Up Alerts  
Tags  
Download PDF

**ABP**  Adblock Plus

Block ads and trackers on this page

Enable AdBlock Plus to see how this page performs without ads or trackers with a free GTmetrix account!

[Create account](#)

1. Personal opinion → **CONFIDENCE**
2. Content management → **FLEXIBILITY**
3. Brand → **TRUST**
4. Mobile → **ENGAGEMENT**
5. Security certificate → **ASSURANCE**
6. Analytics → **FEEDBACK**
7. Site speed → **EASE**

Sessions VS. Select a metric

Day Week Month

● Sessions (Converters) 
 ● Sessions (Direct Traffic) 
 ● Sessions (Multi-session Users) 
 ● Sessions (Bounced Sessions)



Primary Dimension: Landing Page Content Grouping: none Other

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [Globe] [List] [Filter] [Print]

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Purchase Completed (Goal 1 Conversion Rate)	Purchase Completed (Goal 1 Completions)	Purchase Completed (Goal 1 Value)
<b>Converters</b>	11,490 <small>% of Total: 15.90% (72,256)</small>	42.20% <small>Avg for View: 71.78% (-41.21%)</small>	4,849 <small>% of Total: 9.35% (51,868)</small>	15.63% <small>Avg for View: 45.93% (-65.97%)</small>	11.92 <small>Avg for View: 3.99 (198.78%)</small>	00:09:19 <small>Avg for View: 00:02:48 (233.34%)</small>	0.86% <small>Avg for View: 0.14% (528.86%)</small>	99 <small>% of Total: 100.00% (99)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
<b>Direct Traffic</b>	10,212 <small>% of Total: 14.13% (72,256)</small>	78.47% <small>Avg for View: 71.78% (9.31%)</small>	8,013 <small>% of Total: 15.45% (51,868)</small>	36.16% <small>Avg for View: 45.93% (-21.26%)</small>	4.62 <small>Avg for View: 3.99 (15.70%)</small>	00:03:26 <small>Avg for View: 00:02:48 (23.05%)</small>	0.15% <small>Avg for View: 0.14% (7.21%)</small>	15 <small>% of Total: 15.15% (99)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
<b>Multi-session Users</b>	25,802 <small>% of Total: 35.71% (72,256)</small>	30.99% <small>Avg for View: 71.78% (-56.82%)</small>	7,997 <small>% of Total: 15.42% (51,868)</small>	39.46% <small>Avg for View: 45.93% (-14.08%)</small>	4.98 <small>Avg for View: 3.99 (24.70%)</small>	00:04:06 <small>Avg for View: 00:02:48 (46.39%)</small>	0.22% <small>Avg for View: 0.14% (94.06%)</small>	58 <small>% of Total: 58.59% (99)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
<b>Bounced Sessions</b>	33,187 <small>% of Total: 45.93% (72,256)</small>	74.98% <small>Avg for View: 71.78% (4.45%)</small>	24,884 <small>% of Total: 47.98% (51,868)</small>	100.00% <small>Avg for View: 45.93% (117.72%)</small>	1.00 <small>Avg for View: 3.99 (-74.93%)</small>	<00:00:01 <small>Avg for View: 00:02:48 (-100.00%)</small>	0.00% <small>Avg for View: 0.14% (-100.00%)</small>	0 <small>% of Total: 0.00% (99)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>

1



Bounce rate

2



Time on page

3



Actions

# 1.

## Bounce rate

The percentage of single-page visits to your website, representing the number of visitors who exit your site after viewing just one page



## **Tips for fixing bounce rate problems**

1

# Scannability

## Here's How We Do It:



### Strengthen Justice Systems

We partner with police, judges and community leaders to respond to violence. Then work together to make safe communities that last.



### Bring Criminals to Justice

We advocate for our clients in court until the people who trafficked and abused them can no longer exploit, enslave or abuse another person again.



### Rescue and Restore Victims

We partner with local authorities to rescue victims of violence and restore survivors until they can thrive in freedom.



### Scale Demand for Protection

We equip champions everywhere to advocate for a safer, more just world for everyone.


[GIVE NOW](#)

[LEARN MORE ABOUT IJM](#) →



## 2 Imagery

unengaged shelters increased by 15.3% »



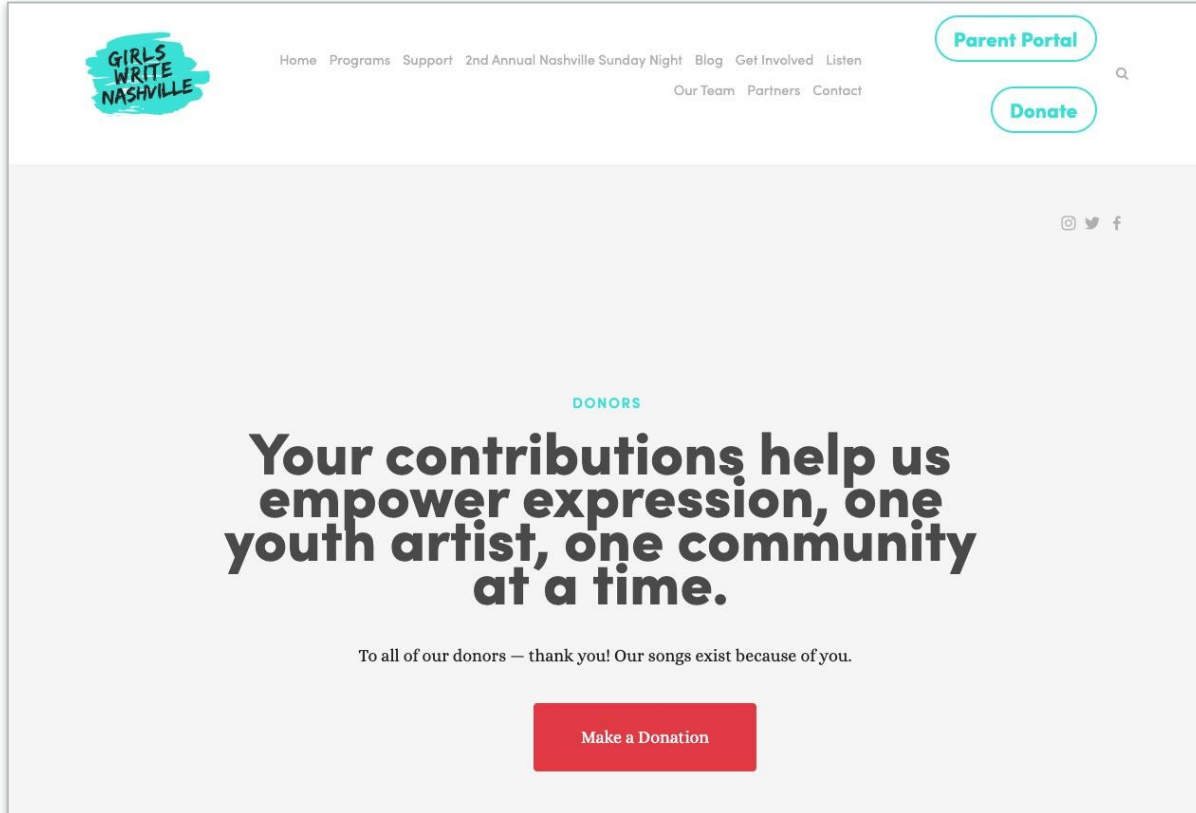
**Share your expertise at the  
Best Friends National  
Conference**

[Submit a Proposal »](#)

The image shows a woman with brown hair, glasses, and visible tattoos on her arms, smiling and holding several kittens of various colors (white, orange, black) in a brown carrier. The background is a simple indoor setting with a grey wall. The overall layout is a promotional banner for a conference, with a dark grey background on the right side containing white text and an orange button.

# 3

## Messaging



## 4 Overall impression



**BAI**

**ABOUT US**  
**WE THE PEOPLE**  
**OUR WORK**  
**RESOURCES**  
**EVENTS**  
**JOIN US**  
**DONATE**



BAI leads with a uniquely and unapologetically Black point of view. We are revolutionizing the HIV response. We are centering Black perspectives. We know that getting tested and finding HIV services is key to ensuring Black people live their fullest, healthiest lives.

**FIND HIV SERVICES IN YOUR AREA** >

**OUR WORK** REFLECTS A UNIQUELY AND UNAPOLOGETICALLY BLACK PERSPECTIVE THAT IS DEDICATED TO ENDING HIV IN BLACK AMERICA.

# 2.

## Time on page

The average amount of time that visitors spend on a specific page before navigating away



## **Tips for fixing time-on-page problems**

1

# “You” focus



2

## Length



### WE FIND STRENGTH IN EACH OTHER.

If you're in recovery from substance use disorder and have the desire to live sober, we will help you find strength and a new community of friends to support your journey.

### WE LIFT MORE THAN BARBELLS.

At The Phoenix, the workout may bring us together but the new friendships keep us coming back. The real weight we lift is our hearts, minds, and spirit.



### 3 Readability



#### Asunta

A loan of \$1,950 helps to increase production by hiring more artisans for her workshop.

Make a loan,  
**change a life.**

With Kiva you can lend as little as \$5 and make a big change in someone's life.

[Find a borrower](#)



## 4 Interactivity

The screenshot displays the Mile High Youth Corps website. At the top left is the logo with the text "MILE HIGH YOUTH CORPS". To the right are navigation links: "CAREER PATHWAYS", "FREE ENERGY SERVICES", "PARTNER WITH US", and "ABOUT MHVC". Further right are two buttons: "APPLY NOW" (orange) and "DONATE" (green). The main content area features a green background on the left with the headline "THIS IS MORE THAN JUST A JOB." and a sub-headline: "Mile High Youth Corps connects young adults, ages 18-24, with opportunities to earn while they learn and develop skills in one of four meaningful career pathways." Below this is an orange banner for the "BUILDING FUTURES SIGNATURE EVENT" with a downward arrow. On the right, a video player shows a person using a yellow power drill, with a circular play button overlay. The play button has the text "COMMUNITY ENVIRONMENT YOUTH" around its perimeter. Below the video, the text "OPPORTUNITY is here for you." is displayed, followed by a paragraph: "Corpsmembers engage in career-strengthening programs focused on gaining education and experience in energy & water conservation, land conservation, construction or healthcare." At the bottom center is an "APPLY TODAY" button.

MILE HIGH YOUTH CORPS

CAREER PATHWAYS FREE ENERGY SERVICES PARTNER WITH US ABOUT MHVC

APPLY NOW DONATE

**THIS IS MORE THAN JUST A JOB.**

Mile High Youth Corps connects young adults, ages 18-24, with opportunities to earn while they learn and develop skills in one of four meaningful career pathways.

BUILDING FUTURES SIGNATURE EVENT

COMMUNITY ENVIRONMENT YOUTH

**OPPORTUNITY is here for you.**

Corpsmembers engage in career-strengthening programs focused on gaining education and experience in energy & water conservation, land conservation, construction or healthcare.

APPLY TODAY

# 3.

## Actions

Some kind of meaningful engagement on the site



## **Tips for fixing action problems**

1

# Easy

The screenshot displays the GiveDirectly website's donation page. At the top, the navigation bar includes the GiveDirectly logo, links for About, Programs, Recipients, Evidence, Blog, and How to Help, and a prominent 'Give now' button. The main content area features a large background image of a man and a woman in a rural setting. The headline reads 'Send money directly to people who need it most.' Below this, a sub-headline states 'Your donation empowers families in poverty to choose how best to improve their lives.' A donation widget is positioned on the left, offering frequency options (ONCE, MONTHLY) and amount options (\$35, \$100, \$500, Other). The \$100 option is selected. A 'Give now' button is located below the amount options. At the bottom of the widget, the text 'Poverty relief - Africa' is followed by a link to 'edit program'.

**GiveDirectly**

About ▾ Programs ▾ Recipients Evidence ▾ Blog How to Help ▾ **Give now**

## Send money directly to people who need it most.

Your donation empowers families in poverty to choose how best to improve their lives.

ONCE MONTHLY

\$35 **\$100** \$500 Other

**Give now**

Poverty relief - Africa ([edit program](#))

2

## Functional



### EQUITY. OPPORTUNITY. PROSPERITY.

The Chicago Community Trust works to build a Chicago region where equity is central—and opportunity and prosperity are in reach for all.

#### Sign up for Updates

##### NAME

##### EMAIL ADDRESS

##### NEWSLETTER SELECTIONS

General Trust Newsletter

Donor Newsletter

Trust Policy Brief

I'm not a robot



SIGN UP

3

# Obvious

**EMPOWERING YOUTH THROUGH  
MUSIC EDUCATION.**

Our goal is to cultivate strong, contributing members of our community. Their future starts with Omaha Girls Rock.

**P !! SUMMER CAMP !! SUMMER CAMP !! SU**

**APPLICATIONS  
ARE LIVE!**

**APPLY NOW!**

## 4 Next step

# Workforce & Talent Development

When students have equitable access to education that prepares them to be future leaders in the workforce, the income and wealth gap becomes a relic of the past.

[LEARN MORE](#)



Are you interested in becoming an industry or community partner?

[GET INVOLVED](#)

1



Bounce rate

2



Time on page

3



Actions





# THE ASSOCIATION OF CONSULTANTS TO NONPROFITS

Building on 30 Years of Success



## REQUEST FOR PROPOSAL (RFP) SERVICE

Enter your request and access our diverse talent pool.

[acnconsult.org/submit-an-rfp](https://acnconsult.org/submit-an-rfp)



## ACN CONSULTANT DIRECTORY

Find a consultant with the skills and experience you need.

[acnconsult.org/Find-a-Consultant](https://acnconsult.org/Find-a-Consultant)



## Follow me on LinkedIn

[linkedin.com/in/austin-hattox](https://linkedin.com/in/austin-hattox)

RESOURCES BELOW IN MY FEATURED SECTION →

### Grow Your Nonprofit's Impact & Get People Taking Action

The top things you need to start doing and stop doing to engage your audience and drive real community action.

[PixelLighthouse.com](https://PixelLighthouse.com)

**Austin Hattox** (He/Him) · 1st  
Nonprofit Website Strategist | Helping nonprofits create websites that take visitors on a journey

Talks about #branding, #nonprofits, #storytelling, #nonprofitwebsites, and #nonprofitmarketing

College Station, Texas, United States · [Contact info](#)

[Free 20-min Strategy Call](#) ↗

3,592 followers · [500+ connections](#)

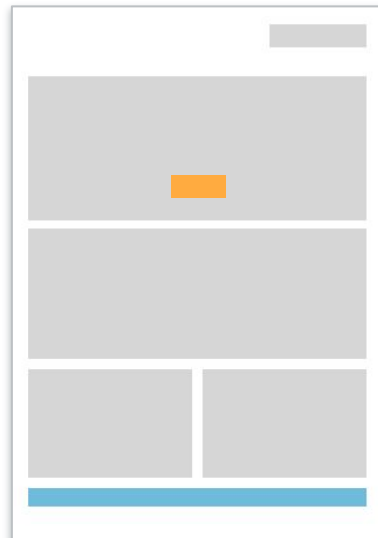
Cody Rollins, Victoria "Tori" Whitelaw, and 53 other mutual connections

[Message](#) [More](#)



## Website mistakes guide

[pixellighthouse.com/nonprofit-website-mistakes](https://pixellighthouse.com/nonprofit-website-mistakes)





Questions?