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Passion: The Bridge between People and Purpose

Weekly Tip May 15, 2023 9 Website Statistics for NPOs



Greetings!

As you are probably well aware, your website and specifically your website giving pages are vital to your fundraising success and growth.

Here are a few "Interesting" statistics regarding websites that may wet your whistle (or not) to consider some modifications.

And, yes, surprise, I can help you with any changes you may be interested in making.

1. 60% of NPOs use WordPress as their website content manager and editor.
2. 22% make sure their website is optimized for visual and hearing-impaired visitors.
3. 20% have websites in multiple languages.
4. Org. is the primary domain used by 75% of NPOs.
5. 94% have their page optimized for mobile viewing.
6. 68% redesign their webpage every 3 years.
7. 27% have experienced a cyber attack of some variety.
8. 84% use an SSL certificate as a part of their security.
9. 37% audit and revamp their SEO strategy each year.

Want some help making any of these changes? Feel free to email me or give me a call at (209) 541-5720. I've got a pretty good handle on how to make sure your website giving pages "POP" and are fully optimized.

Blessings,

Rick



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Check out my website for
more helpful ideas!

