FORMATION
PR +
BRAND

SWREDA

Southwest Region Economic Development Association

RETHINKING YOUR WEBSITE

SESSION GOALS

- Learn the value of a well developed website
- Gain insight into when it's time to rethink your website
- Gain tools to perform your own web audit

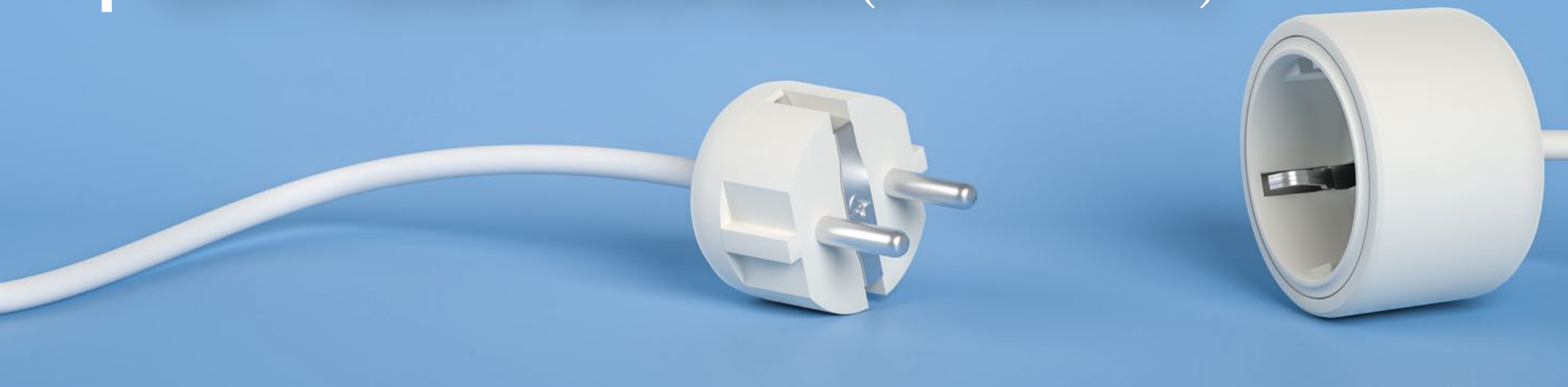
ROLL
CALL

WHAT MAKES A
GOOD
WEBSITE?

WHAT MAKES A
GOOD
WEBSITE?
• Clear understanding of audience and goals
• Connected to brand and story
• Clear paths for your users
• Obvious call to action
• High functioning *(ahem, mobile friendly)*

WHEN
SHOULD YOU
RETHINK YOUR
WEBSITE?

NO LONGER CONNECTS WITH YOUR AUDIENCE OR YOUR GOALS (or the internet)



OUTDATED INFORMATION

NO ONE

CAN FIND YOU

THE BIG
PILE ON

CONFUSING
PATHS

NO REAL
CALL
TO ACTION

SEARCH +
RESCUE

REPORT
BACK

TOOLS
FOR A BETTER
WEBSITE

THE AUDIT

THE AUDIT

EVALUATE EXISITING CONTENT

- Is it in alignment with your audience and goals?
- Is it supporting your brand?
- Is it an inside job?

THE AUDIT

EVALUATE EXISITING BRANDING

- Is it up to date?
- Is it consistent across the site and other digital platforms?

THE AUDIT

EVALUATE THE USER EXPERIENCE

- Can they find relevant information?
- How many clicks and pages does it take to find what's most important?

THE FIRST STEPS

IDENTIFY
SITE GOALS

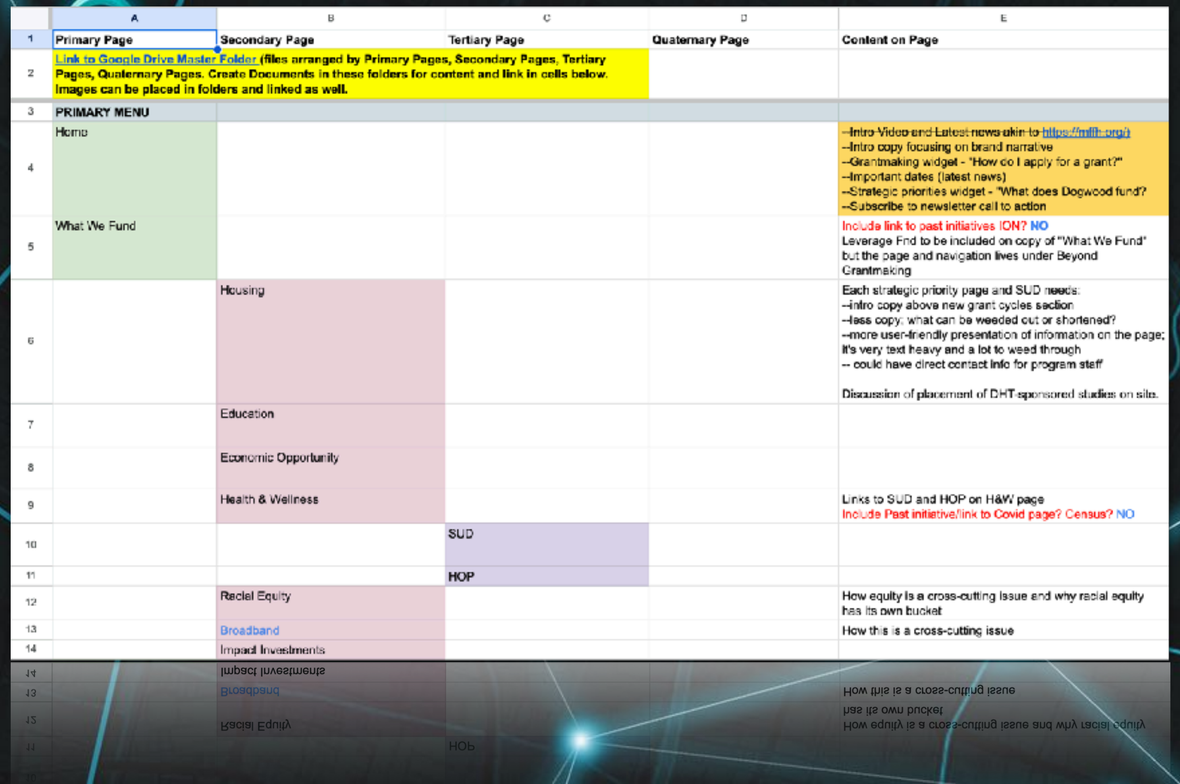
IDENTIFY WEBSITE AUDIENCE BY USER GROUP TYPE

IDENTIFY
USER PATHS

- What does each user type need on the site?
- How do you get them there most quickly?
- What questions are they coming with to the site?

REVIEW CONTENT

- What Needs to Stay
- What Needs to Go
- What Needs to be Created



	A	B	C	D	E
1	**Primary Page**	**Secondary Page**	**Tertiary Page**	**Quaternary Page**	**Content on Page**
2	**Link to Google Drive Master Folder (files arranged by Primary Pages, Secondary Pages, Tertiary Pages, Quaternary Pages. Create Documents in these folders for content and link in cells below. Images can be placed in folders and linked as well.**				
3	**PRIMARY MENU**				
4	Home				~~--Intro Video and Latest news akin to https://mlfh.org/)~~ --Intro copy focusing on brand narrative --Grantmaking widget - "How do I apply for a grant?" --Important dates (latest news) --Strategic priorities widget - "What does Dogwood fund? --Subscribe to newsletter call to action
5	What We Fund				Include link to past initiatives ION? NO Leverage Fnd to be included on copy of "What We Fund" but the page and navigation lives under Beyond Grantmaking
6		Housing			Each strategic priority page and SUD needs: --intro copy above new grant cycles section --less copy: what can be weeded out or shortened? --more user-friendly presentation of information on the page; it's very text heavy and a lot to weed through -- could have direct contact info for program staff Discussion of placement of DHT-sponsored studies on site.
7		Education			
8		Economic Opportunity			
9		Health & Wellness			Links to SUD and HOP on H&W page Include Past initiative/link to Covid page? Census? NO
10			SUD		
11			HOP		
12		Racial Equity			How equity is a cross-cutting issue and why racial equity has its own bucket
13		Broadband			How this is a cross-cutting issue
14		Impact Investments			

CREATE SITE MAP

- Organize by primary, secondary, tertiary pages
- Take user paths, content needs and site goals in mind

THE NEW PATH
FORWARD

CREATE
IDEAL CONTENT
UNIQUE TO EACH USER PATH

- Scannable
- Easily Consumed
- Relevant

CREATE A FRESH, ENGAGING DESIGN

- Aligns with your brand
- Consistent use of fonts and colors

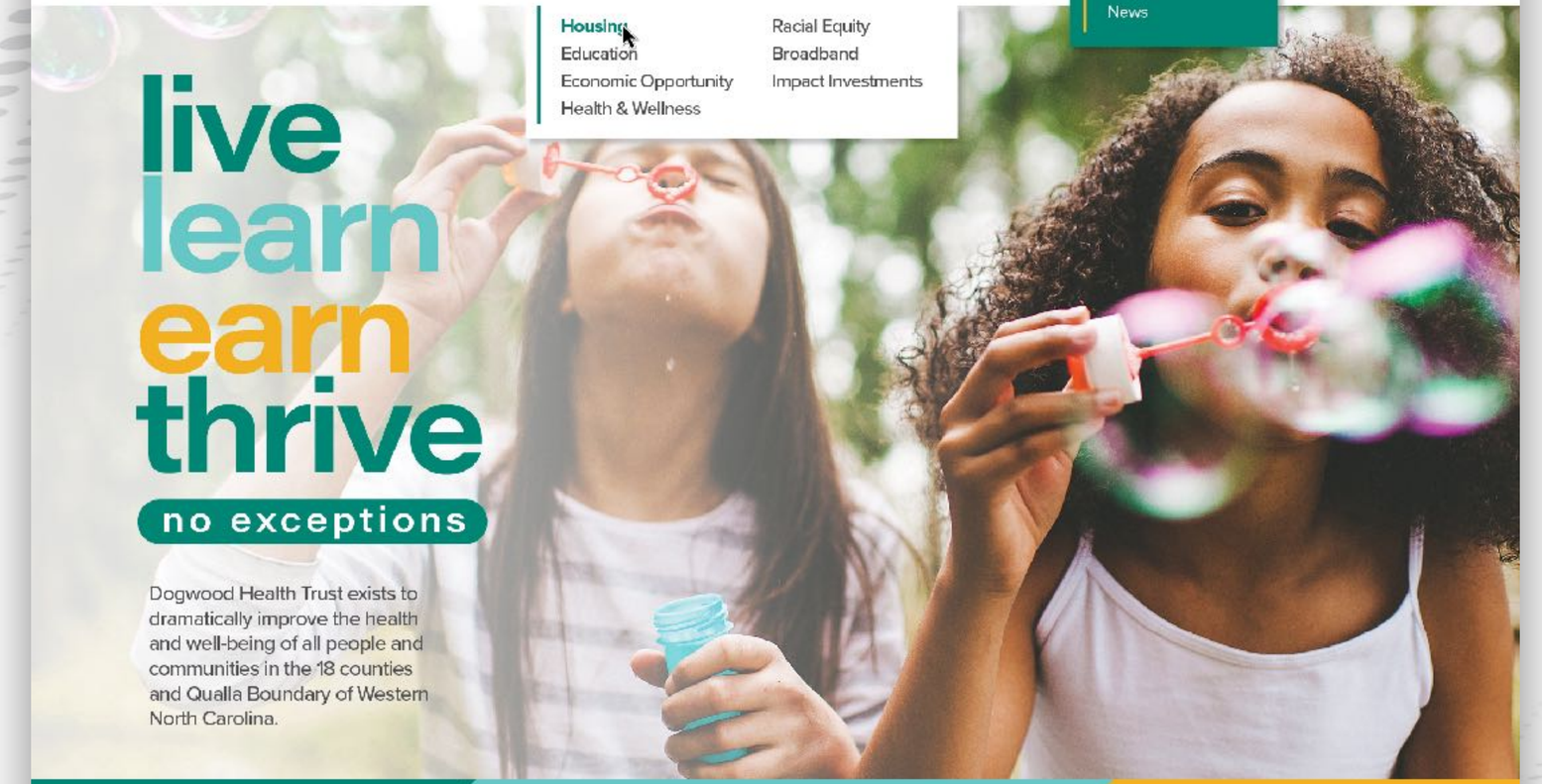
dogwood health trust

our story | voices in the region | contact

what we fund | grantmaking | be | ng

- Housing
- Education
- Economic Opportunity
- Health & Wellness
- Racial Equity
- Broadband
- Impact Investments

- Partner Stories
- Blog
- News



live learn earn thrive

no exceptions

Dogwood Health Trust exists to dramatically improve the health and well-being of all people and communities in the 18 counties and Qualla Boundary of Western North Carolina.

what we fund

We fund projects and collaborations that increase access to housing, education, economic opportunity and health & wellness across Western North Carolina, with an emphasis on historically marginalized communities.

learn more

how to apply

We provide funding through grant cycles, RFPs and rolling opportunities. Every grant begins with a conversation. To engage with us, simply click the button below.

engage with us

BE A VISUAL STORYTELLER

- Use engaging images + video
- Regional focus
- Hire a photographer
- Use Alt Tags

BE A
GOOD
HOST

CONSIDER YOUR **AUDIENCE**

- Site Functionality
- ADA-Compliance
  - Color contrast
  - Font size
  - Alt text on images
- User Experience

CONSIDER YOUR AUDIENCE

- Live chat
- Searchable database
- Event registration
- Contact forms
- Links and/or plugins to other software such as SalesForce)

CAN THEY FIND WHAT THEY NEED?

- Categorize and Tag!
  - Blogs, news, events
  - Clear, properly-sized, engaging images

BE A GOOD STEWARD

- Maintain what you have
- Install Google Analytics (G4)
  - before July 1, 2023
- Run regular reports
  - Traffic
  - Visitors
  - Most-visited pages
  - Measure KPIs

ANY QUESTIONS?

FORMATION
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