

REDF


ESE Website Checklist

Websites are an integral part of running an employment social enterprise and a key marketing asset. It is a platform not only for potential customers, but also program participants and funders. So it is important that your website addresses the questions and needs of each stakeholder.


REDF's Capacity Building Team has compiled a list of ideal components of a website. Take a look and check off what you already have on your website. For components that you don't have yet, use the two last pages of this document to note what's missing and start an implementation plan.



ESE Website Checklist: Marketing

Marketing Area	Website Component	
Branding and Key Marketing Assets	<ul style="list-style-type: none">• Follows brand guidelines including logo usage, color palette, fonts, photos & icons, voice & tone.• Includes mission and vision statements and organizational values• Incorporates core messages in headlines and body copy.• As applicable, features key marketing assets like blogs, two-pagers, and videos.	
Storytelling	Includes written and/or video storytelling that showcases your impact, your employees, and your leadership	
Other External Communications Channels	<ul style="list-style-type: none">• Sign up form for email newsletter.• Links to social media profiles.	

ESE Website Checklist: Design & Functionality

Design Area	Website Component	
User Experience	<ul style="list-style-type: none">• The site is mobile optimized• Page names clearly reflect what information can be found on the page.• Key pages are included in the top-level menu, not buried in multiple clicks.• Calls to action and hyperlinks are easy to find and utilize.	
Copywriting	<ul style="list-style-type: none">• Content is short and skimmable.• The most important information is at the top of pages, not buried.	
Design	<ul style="list-style-type: none">• Colors used, especially for text, are legible.• There is design & layout consistency across key pages so that a user can find what they're looking for.	


ESE Website Checklist: Business Model

Business Area	Website Component	
Product / Service Offering	<ul style="list-style-type: none">• List of products / services offered• Communicates the value each product / service provides• Product comparisons or use cases are listed• Customer reviews / endorsements	
Identified Target Customers	Clearly state who is the target customer	
Sales Channels	Ability to purchase or inquire about product / service from website	
Sales Process	Easy processes and systems in place to purchase or get information about products/service	

ESE Website Checklist: Business Model

Business Area	Website Component	
Customer Feedback	Customer can leave reviews on the website and/or the website links to reviews on other platforms (Google, Yelp, social media, etc.)	
Pricing Strategy	The price point for products / services is available. If pricing is not available, there should be clear instructions on who to contact for info	
Business Plan / Strategic Plan	Document strategic plan and/or goals.	
Growth Strategy & Planning	Mention growth in mission, vision, goals	

ESE Website Checklist: Program Model

Program Area	Website Component	
Theory of Change	Clear & compelling impact statement	
Focus Population(s)	<ul style="list-style-type: none">• Who does the ESE serve?• Eligibility requirements to participate	
Evidence of Impact	Show potential participants and other interested stakeholders the impact of the program	
Recruitment Sources and Intake Processes	Clear processes or instructions for how prospective participants can join the program.	
Partner Roles and Responsibilities	List of community partners and how they integrate into the program	

ESE Website Checklist: Fundraising

In partnership with:



Fundraising Area

Website Component



Invitation to Impact Messaging

- There is a clear invitation to impact through 3-4 year missional goals and/or an impact statement.
- There is an associated program logic model which provides clarity to donors as needed.
- 3-4 year missional goals are accompanied by a clear evaluation plan which may rely on industry recognized metrics and measurement tools.


Invitations to Belonging Messaging

- The invitation to belonging has been revised based on testing and analysis. Both invitations are used consistently in donor communications.
- Remind donors who they are becoming by giving to your organization.

ESE Website Checklist: Fundraising

In partnership with :




Fundraising Area	Website Component	
Problem/Solution Statement	<p>The problem statement should be front and center – this helps avoid any confusion about what the organization is about. Likewise, the solution should be clear and simplified</p>	
Impact	<p>All examples above demonstrate impact or progress on the homepage along with another dedicated section</p>	
Clear Giving Button	<p>Make it stand out with a different color. Make it bigger. The button should be available on every page</p>	

ESE Website Checklist: Fundraising

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Fundraising Area	Website Component	
Online Giving Tool	<p>The function of giving a gift should require the least amount of clicks possible. For every additional click required to give, the conversion rate decreases exponentially. Giving is front & center and extremely easy – there is nothing to read before giving. If the visitor is on the giving page, assume they have decided to act – no more convincing is needed.</p>	
Compelling Content	<p>The longer a visitor stays on the website, the more likely an action is taken. Content that is relevant, accessible, and visually appealing helps keep visitors engaged.</p>	
Visually Uncluttered	<p>Great fundraising websites strip down noise, simplify the message and highlight calls to action</p>	

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Fundraising Area	Website Component	
Giving Landing Page- Singular ask	<p>There should be a singular ask: your monthly giving program. Do not muddy the waters by offering multiple decisions the donors must make.</p>	
Giving Landing Page- Infuse it with delight	<p>Reinforce the joy and delight of giving before, during, and after the gift is made through imagery and words.</p>	
Giving Landing Page- Tie your gift amounts to impact	<p>Determine the cost to serve one person, place, or thing through your program. Tie that cost to your giving amount options. Ex: \$15/month can provide job training for 1 woman. \$30/month can provide safe transportation for 2 children.</p>	

ESE Website Checklist: Next Steps

Missing Website Component	Priority Level (High, Medium, Low)	Implementation Plan (When, Who, How)

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