

# Clearer Content is THE Priority for Nonprofit Website Success: Part One

There's nothing more important than ensuring your website – your organization's homebase online — is easy-to-use (a.k.a. usability). More specifically, your site has to be easy for your target audiences (not users in general, but the folks you need to engage to move your mission forward) to use to facilitate the type of actions/interactions you want – online giving, contacting your organization for more information, registering for a program or signing a petition.

Website usability expert Jakob Nielsen [recently studied the usability of 23 nonprofit websites](#) and his findings pave the way to improving the impact of your website. It's doable, so read on to learn how:

- **It's harder to figure out how to donate online than it is to spend online** — online giving took users 7% more time than a typical online purchase.
- **It's even harder to volunteer your time, or to give away things you don't want any more.** These processes aren't comparable to standard processes your users go through online (vs. giving online, which is very similar to buying online).
- **The key to motivating site users to give online, or to pursue donating items or volunteering, is clear, compelling content on your nonprofit's "unique value proposition" (a.k.a. impact) and how gifts are put to work. That's a must for motivating users to give or volunteer with your organization.** Unfortunately, such content is rarely found on nonprofit websites.

My follow up post next week will detail my recommendations for increasing the clarity of your content to boost your website's impact. Keep posted!

*What is your process for developing clear and compelling content that showcases the unique value of your organization's work? Do you feature such content on your site, or does your site content need improvement? [Please share your strategies for strengthening your website \(and other\) content here.](#)*

P.S. Learn how to strengthen your nonprofit's marketing impact with the [Getting Attention Guide to Nonprofit Marketing Wisdom.](#)