

Event registrations and online donations are not the only factors that attest to the success of your nonprofit's website. Use the following guide to track additional metrics on an ongoing basis to ensure your website is driving awareness for your organization.

10 must-track website metrics (and what they tell you about your site)

1. Sessions

Think of this as the total number of website visits in a period of time. Tracking your sessions helps give insight into how many times visitors are actively engaged on your site.

2. Users

This is the number of individuals people who visit your site; while sessions are in totality (and can include the same person multiple times) this number shows your reach relative to individual visitors. Think of this number in terms of brand awareness; how many *different* people are engaging with you?

3. Pageviews

This is the comprehensive total number of pages viewed over a period of time on your site. This includes pages that are viewed multiple times.

4. Top pages

Assess the top-visited pages on your site in a few ways: Look at top pages by pageviews, time on page and, bounce rate to give insight on the areas of your website that perform best. Are those the pages you want people to visit most?

5. Traffic sources

Dig into your referral traffic; which social media channels bring in the most visitors? Do you have a large percentage of visitors that come to your site from email? Google? Third-party websites? This can show you the success of your digital marketing tactics and messaging.

6. Visitor demographics

Pay attention to where your users are physically in the world. This is a great way to make sure you're hitting the right markets or reaching your desired populations.

7. Bounce rate

Your bounce rate indicates the time it takes for someone to leave your site after viewing just one page. A high bounce rate can be a sign that the information you have on your website is not relevant to your visitors.

8. Time spent on site

Look at the average session duration—how much time are people spending on your site? Are they sticking around to read about you or are they jumping off in under 20 seconds? The more time they spend, the more likely they are to get involved.

9. Revenue

Track revenue gained from online donations on your website. Then, divide by the total donations received in that same time period. This gives you insight into how successful your online donation project is and efforts you may wish to put forth.

10. Conversions

A conversion is a desired action on your site such as event registrations or online donations. Take the # of actions and divide by total number of visitors. This is your conversion rate. Use it to assess the percentage of people who donate or take other actions on your site in a given period of time.

Website health and nonprofit goals

Set up a tracking document to update each month with the above metrics. Look at the data as a way to compare whether or not you are reaching your organization's goals. **Is your traffic coming from the right area? Are you increasing website visits each year? Have you seen an uptick in conversions related to event registrations or donations? Do the metrics you see match with the efforts you've made?** Use your data to analyze success and change tactics if you're not moving the needle.

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