

Extreme Social Media Makeover: Nonprofit Edition!



PowerSite123

Interactive websites that help you change the world
powered by CharityFinders

Together We Can
Bermuda Third Sector Conference
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The Single Most Important Thing You Can Put On The Web Is...

Content!

- ✘ Content is king
 - + Relevant
 - ✘ To your mission
 - ✘ To visitors
 - + Useful
 - + Dynamic
 - + Heirarchical
 - + Interactive
 - + Viral
 - + Associated with a “call to action”

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What benefits can content have for you?

- ✘ Search Engine ranking
- ✘ Traffic
- ✘ Qualified leads
- ✘ Conversion
- ✘ Stickiness
- ✘ Loyalty
- ✘ Referability
- ✘ Credibility


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Geoffrey went online all by himself today.

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How can you create – and promote – great content?

✘ Let's do it!

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Steps

1. Come up with an interesting topic
 - Questions from clients, donors, volunteers, etc.
 - Problems overcome
 - New trends in your mission/area
 - New programs, products or services you offer
 - Educational info

Steps

2. Dictate content

- Dragon
- www.dragonvoicerecognition.com

3. Send content to PC

- iWork
- www.iwork.com

4. Edit

- Word

Steps

5. Create an eye-catching headline

- Sites with good examples of headlines
 - www.digg.com
 - www.delicious.com
 - www.StumbleUpon.com
- Characteristics of a good headline
 - Short
 - Short words
 - Top X lists (e.g., best, top, most effective, tip lists, etc.)
 - Easy to read
 - “Must read” component
 - Compelling (e.g., “must have”, etc.)
 - Topical, relevant
 - Hot words

Steps

6. Post to blog

- WordPress
- Blogger.com
- MoveableType
- PowerSite123 (NonprofitSite123)

7. Post to website

- PowerSite123 (www.powersite123.com)

8. Create metatags

- Description metatag
- Keyword metatags

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Search Engine Optimization (part 1)

1. What are the key search engines?
2. How do they work?
 - 200+ ranking factors!
3. How can you optimize your search engine standing?
 - a. Metatags
 - Description
 - < 150 characters
 - Keyword
 - b. Choosing and using keywords
 - < 5 keywords per page
 - Use keywords/phrases liberally in:
 - Content
 - Headings
 - Image tags
 - URL
 - Page title
 - Use HTML tags to denote headings (e.g., H1, H2, etc.)
 - Use different keywords on different pages
 - Keep them updated

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Search Engine Optimization (part 2)

c. Keyword selector tools

- <http://inventory.overture.com/d/searchinventory/suggestion>
- Google Zeitgeist - www.google.com/press/zeitgeist.html
- Google AdWords Keyword Tool - <https://adwords.google.com/select/KeywordToolExternal>
- Google Trends - www.google.com/trends
- MSN Search Insider - www.imagine-msn.com/insider
- Yahoo Buzz Index: <http://buzz.yahoo.com>

d. Links

- Incoming
 - Count your link:in Google, type “link:www.yournonprofit.org”
 - Choose relevant, reputable sites
- Outgoing
- Twitter account
 - # followers
 - Tweet/retweets

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Search Engine Optimization (part 3)

d. Use blogs

- Within your site
- Interactivity
- Offer RSS feeds
- Lots of incoming links
- Submit your blog to technorati.com
- Submit your blog to bloggrader.com

e. Avoid splash pages

f. Don't require cookies

g. Use alt text (on every image)

h. Robots.txt

i. Search engines prefer HTML

j. Search engines prefer text over graphics

k. Don't use frames

l. Be careful with Flash and JavaScript

m. Create a site map

n. All pages should be easy to navigate to (esp. home)

o. Create focused pages

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Search Engine Optimization (part 4)

q. Get listed in important directories:

- The Open Directory Project: www.dmoz.org
- Yahoo Directory: <http://dir.yahoo.com>
- ZoomInfo Directory: www.zoominfo.com

r. Use conversion forms

s. Page titles should be descriptive (<70 characters)

t. Buy domain name (URL) for as long as possible

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Search Engine Optimization (part 5)

- u. Get your traffic rank at www.alexacom
- v. Your site should display with or without the “www”
 - set up a permanent “301” redirect
- w. Keep your site updated frequently
- x. Videos
- y. Register with search engines
 - Unpaid
 - Paid

SEO is based on unknown and changing algorithms!

Steps

9. Create an ezine article and tags

- www.ezinearticles.com

10. Create a tiny URL

- www.tinyurl.com

11. Tweet a link

- www.twitter.com

12. Post a link to Facebook

- www.Facebook.com

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Steps

13. Create and edit a video about it

- Magix
- Windows Movie Maker

14. Post video

- www.youtube.com
- www.vimeo.com

15. Promote/market the article

- www.digg.com
- www.mixx.com
- www.delicious.com

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Cool technology

- **Client/donor thank you videos**
- **Video spokesperson**
- **Text to donate (or anything!)**
- **QR codes**

Scan with your Smart Phone



Or Text PWC to 32020

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Private Internet Consultation

I'd like to offer each of you a free private Internet consultation

- ✘ One hour
- ✘ Consultation includes:
 - + PowerSite123's assessment of your site/social media/SEO/marketing
 - + Recommendations
 - + Building your most-needed functionality
- ✘ In person or by webinar
- ✘ Include anyone you want (e.g., CEO/ED, board members, etc.)
- ✘ In one location or several
- ✘ We'll contact you in 1-2 business days to schedule the consultation

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Steps

16. Do this semi-automatically

- www.socialposter.com

17. Recommend through StumbleUpon

18. Turn article into PDF

- MS-Word

19. Submit to document sharing sites or EBook Directories

- www.scribd.com
- www.DocStoc.com

Steps

20. Submit article to top websites and blogs within your market
21. Come up with a compelling free offer
 - Service
 - Document
 - Discount coupon
 - Free coupon
22. Create a landing page for people to register for that offer (with metatags) – including confirmation email
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Steps

23. Check the SEO score of your page/site

- www.websitegrader.com

24. Create a press release

- www.eReleases.com (\$319)
- www.prlog.org (free)
- www.helpareporter.com

25. Create video email

- www.mailvu.com

26. Create a QR code driving people to your offer

- www.qrstuff.com

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Steps

27. Display the QR code
28. Scan the QR code
 - QRReader app
29. Sign up for the offer
30. Get an automated reply

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7 Key Goals of an Effective Website

You should strive to achieve these goals for your site:

- Findability
- Stickiness
- Loyalty
- Referability
- Maximum conversion rate
- Dynamism
- Positive ROI

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Thanks!