
Website Analytics: Self-Assessment



Hi, I'm Yesenia.

I am a digital skills teacher and web developer.

I elevate ambitious nonprofit professionals by teaching you how to use the technology tools of modern marketing.

I can teach you how to use website analytics, redesign your website, or improve your online marketing results.

My SmartCause Method for building websites is especially designed for the way nonprofits collaborate, make decisions, and grow.

I won the Lifetime Achievement Award from the Nonprofit Technology Network (NTEN) for my work teaching digital skills to nonprofit professionals.

You can reach me at yesenia@smartcausedigital.com

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Analytics software installed on website

- Appears on every page on our site
- Appears on every page of external tools
(ex: online donation form)

Software is configured

- Complies with applicable privacy laws
- Conversions are configured
 - Donation*
 - Email Signup*
 - Event Registration*
 - Contact Form*
 - Intake Form*
 - Ecommerce Sale*
- Internal campaign tracking
(ex: UTM parameters)
- Connected to Google search engine information
(ex: popular search queries, popular landing pages)

Regular analytics checkin and review

- Monthly
- Quarterly
- Closely during campaigns
(ex: year end appeal)

Decision-making based upon analytics

- Campaign planning includes reference to analytics
- Appears on every page of external tools
(*ex: online donation form*)

Archival data available for future reference

- Organization has easy access to website analytics data for past 12 months
- Organization has reliable access to website analytics data for past 36 months