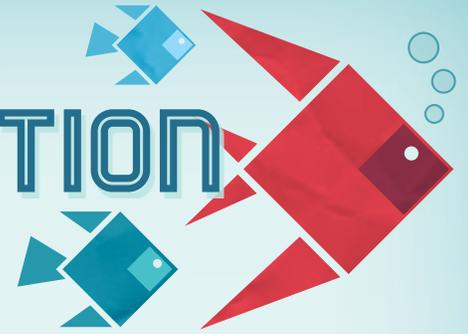# DRIVING PARTICIPATION

with Beth Brodovsky

SESSION 039
PRIORITIZING YOUR AUDIENCE IN WEB DESIGN
WITH JULIE FRIEDMAN BACCHINI

Beth: Hello and welcome to Driving Participation. This is Beth Brodovsky and today I am here with my good friend Julie Friedman Bacchini of Neptune Moon. Thanks for joining us, Julie.

Julie: Thanks so much for having me.

Beth: I am thrilled always when I get a chance to have people that I actually know in real life on the show. Julie and I not only know each other, but we have worked together many, many times for many years and so I've really had a great opportunity to see how she works and learn so much from her about web design, web development, project process and search optimization, search marketing. We've done all these types of projects together so I wanted to bring Julie on today to talk about something that we don't always talk about in web design and development. What is it you need to think about before you get started? A lot of times people jump into projects and then we see people coming to us with an RFP or with a project that's really far along and there's some steps that every web developer that I work with says "I wish that they'd thought about this before they wanted to jump in" so Julie and I are going to talk about that a little bit today. Julie, why don't you start by telling everyone a little bit about how you wandered into this world.

Julie: Sure. I've been in this business for 15 years and I came originally from the world of graphic design and made a progression from print designer to web designer to search optimizer to search engine marketer. As the scope of the tools that were available to help clients get their message out to their target audiences have expanded over the years, so has my interest. Having the ability to use the greatest number of channels to put the right message in front of the right person is always something that I found interesting.

Beth: I love that. Julie you have an interesting background because you have both for-profit and nonprofit clients that you work with. Are there differences that you see in how the different sides of the table approach a project?

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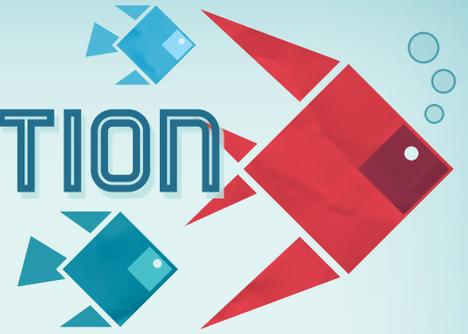
Julie: Yes, although I think that the nonprofit world, I think that there are things that they could learn. I know this is a lot of what we're going to be talking about today, but I think there are definitely some things that people in the nonprofit sector can learn from the process that a for-profit entity goes through when designing a website, a marketing or awareness program or that type of thing.

Beth: I completely agree and I think that's such a great opportunity to bring somebody in that has the perspective of working on both sides of the table. Many times people say "nonprofits are so different and they can't do projects the way a corporate organization does" and that's true in some cases, but it doesn't mean that there's nothing that can be learned — and probably corporations could learn a few things from how nonprofits communicate as well.

Julie: I think that's definitely true. I think that the core of any project, the process really should be the same so whether or not you want to think of yourself as a nonprofit, as needing to complete a sale, you don't complete a sale in the same way that a for-profit entity does, but you still have a purpose. There's still something that you want people to do. You're not out there just talking about stuff for the sake of talking about things and then nothing ever happens as a result of that. There is some ultimate action that you want, there may be more than one. There's at least one ultimate action that you want people to take and I think it can be helpful if you frame that in the same type of language that you use. In the for-profit world, when you're thinking about pushing somebody through a sales cycle, it might feel a little icky when you're talking about those things in the nonprofit world. It tends to be much more touchy feel-y and a mission and all those things are really important, but at the core of what you're doing, you're still trying to get a person to take an action.

Beth: Absolutely and on the nonprofit side we tend to use more emotion and connection to do that, but there's still something that has to happen. If people aren't clicking that donate button or licking the envelope and sending it back, it's tough to survive as a nonprofit. It is a nonprofit business that needs to generate income in order to survive and the fabulous thing about the web is that so much of what you're able to do is trackable and measurable and therefore repeatable that it gives us this great playground in order to really see what's working and what's connecting.
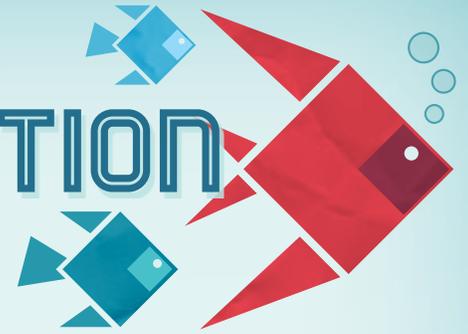
Julie: I totally agree with that.

Beth: If you could dial it all the way back and get somebody to think about the things that you think are the most important, the key thing that you need to think about before you even start thinking about your navigation or the colors you like or other web sites you think are cool and have great features, what would be the place that you would say "start your thinking here" when you're getting ready to redo your website?

Julie: I think that the core fundamental question that should drive every other decision that you make throughout that process is this. What is the purpose of your site? What is the main purpose? Why are you building this site? I think really spending some time, people really gloss over that and they do it in the for-profit space too.

Beth: Absolutely.

Julie: Things are just assumed. Well, of course we have to have a website. People need to know who we are. They need to find something when they go to our URL. All these things are true, but it's more than that so what is the true purpose of your site? Is it to inform? Is it to make people want to volunteer for your cause? Is it to make people want to donate? Is it to reach out to the people who might be the end users or the end beneficiaries of the service that you're providing as a nonprofit? I mean there are a number of different purposes. Are you trying to recruit board members? What is it that you're trying to do? What is the purpose of your site? Every decision that you make down the line after you find that purpose should always be held up to that criteria, whatever you decide as the purpose of your site. Every time you make a decision when it comes to navigation, what you're choosing to highlight on the home page, colors, all of those things should circle back to "Does this advance our purpose? Yes or no?"

Beth: I'm sure everyone that's listening, when you listed the different things that you could have be the purpose of your website and I know all of our clients would say this is "Yes. All of that is the purpose of our website." That's what just about everyone is going to say. What do you say to that?

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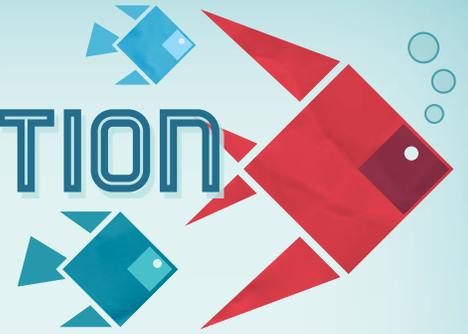
Julie: Well, I mean, at some point you're going to have to prioritize, because, let's be honest. Let's take a typical nonprofit. You're right. When you're sitting at the table and you're having this discussion fundamentally what is the purpose of your website? What are you trying to accomplish by having this site out there in the world? You do very often hear "We want people to know who we are and what we do in the area that we serve. We want donations. We want people to give us money." If they utilize volunteers in any way, getting volunteers is typically a goal of the website and then of course you have the whole other section of board member recruitment, retention and all that kind of stuff so you do often find yourself at the table with all of these competing purposes or priorities and the process that we like to take clients through is "well that's wonderful and all those things are important, but you can't do all of those things equally effectively simultaneously through one entity" so you have to prioritize. In the for-profit world, we often work with clients and you'll come and you'll talk to them about who their target audience is and I can't tell you how many times we get the answer of "we could sell to anybody."

Beth: Absolutely.

Julie: That might technically be true. However if you're creating an initiative and you are putting time, money, energy, resources into a particular initiative, which a website is, don't you want to design it with a particular goal or set of goals in mind so that you are putting your resources out there trying to connect with, attract, convert those from who are most likely to do what it is that you do instead of trying to cast a net that's so wide that you could, there's no way we're going to miss anybody because we're going to make sure that we have it cast so wide that no one is going to fall through the cracks. I mean, that's a terrible marketing plan.

Beth: It's so true and it's like this natural thing that you think that I can't lower it down. I can't be specific. I can't focus on just this niche because then there's all these other people out there who aren't going to know about us or aren't going to connect with us. It's so counter intuitive, but it's really the heart of branding. You need to be really clear on who you are and who your perfect person is before you take on any communication initiative. I always want people to be able to name that person and describe them and tell me what TV shows they look at and imagine if Jennifer or Bob was the one that was clicking on that button right now, how could you give them the experience of a lifetime and if you give that one perfect person
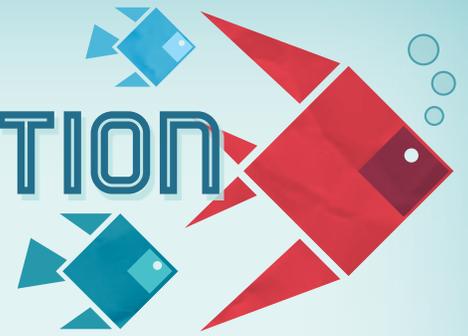
a perfect experience, especially on a tool as accessible and broad reaching as a website, the slice of people that you're going to get that are perfect for you when you're reaching globally as a website can, is going to make everything about communication so much easier for you when you're not trying to water down your message and say everything to everyone. You can get the 'and' out of 'brand'. I talk to people and they say we do this and and and and comma comma comma and by the time people finish listening to all your adjectives and your "efficient and effective" you lost them and your four line sentence about what's going on and what you do. We're going to get more into things like the copy and the messaging on a website and how you split up and prioritize these audiences on a future podcast we're doing in a couple of weeks with Debbie Albert of Albert Communications so that's such a great, great topic. Julie, I want to make sure now that we've talked about it's important to prioritize the audience, we're going to let Debbie handle how to do that from a verbal or marketing way, let's talk a little bit about how you do that in an architecture way, from a specific point of view of a website. When you do make your decision about what your priorities are, how do you then plan things like navigation and look and content elements? What to highlight? What gets real estate space on a website that aligns with your priorities?

Julie: Okay so there's two pieces that I think are really applicable in this phase, one of which has to do with a topic you touched on and that is created in the for-profit world you would call it a buyer persona. You could just call it a persona.

Beth: We call it a perfect person.

Julie: Right, perfect person, persona or whatever term you want to use with the concept being that you really are thinking about who are the ideal people that we want to bring into the fold? So let's say for the sake of this discussion, let's say we're focusing on donors. If a donor is your primary purpose and the primary purpose of your website has been designed as we want to have our website be the primary donation engine. We want to rely less on direct mail. We want to rely less on all these things. We really, really, really want to have our website be this donation engine. OK, terrific. Then who are the people who are your donors? What are those personas that define people who typically donate to you? Who are you trying to reach? What's their age demographic? Are they typically male or female? Do they tend
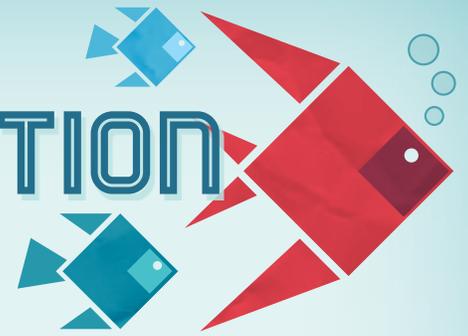
to make larger donations or are you going to be more successful with smaller donations? These are all things you want to throw into that mix when you're trying to define that persona. Once you have those defined and you're thinking along those lines of "OK, these are the people who we want to be really jazzed when they hit our site because we've designed it in such a way that it's going to appeal to these personas that we've defined as our ideal or as representative of the types of people that we want to bring into the fold in our organization. Then you start to think about what we call in the for-profit world a conversion, which I know in the nonprofit world probably sounds like a bit of a weird term, but a conversion really means that somebody has completed the task that you desire them to complete. In the for-profit world, that might be they actually purchased a product from you, that maybe they filled out, if your purpose is lead generation, perhaps they filled out your form, they downloaded your white paper and now they're in your database and your sales team can follow up with them. Those are just two examples of for-profit world what we would call conversion and I think that thinking about nonprofit sites in terms of creating a conversion funnel and a conversion path for your users is incredibly helpful and not very common.

Beth: Absolutely. It's really not very common. What principles do you base this on? I know one of the things that you and I were talking about, using the model, the business model of online advertising to be a bit of a guide to help people thing about how focused and how funnel driven things were and create those versions and those principles can be applied into actually building and executing a website. It's funny you and I talked a million times about it and we've done a ton of advertising and PPC work together, but I've actually never heard you talk about the opposite of that. Most people would think "I'm going to design my website, build that, plan that, and then think about how I'm going to advertise and market it" and you said that there's some value in thinking about it the opposite way. I'd love to have you talk more about that.

Julie: Yeah, I think it's important to think about the whole process and I think lots of time what happens for nonprofits particularly if donations are a top priority of the website is you can have a bit of an unrealistic view of what it takes to achieve that conversion, so if somebody parting with their hard earned cash to make a donation to you is what we're defining as a conversion, it's really important to make sure that you have a realistic view of what it takes to get somebody from point A where they're hearing about your organization for the first time
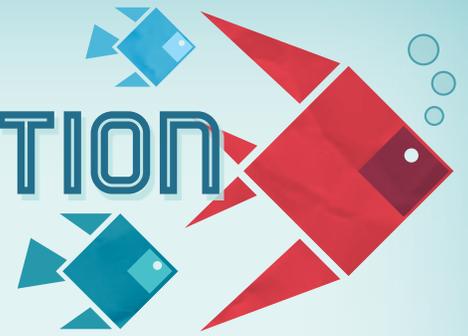
to point B where they are taking your desired action. They're converting, they are donating. I think lots of times organizations feel like it is point A to point B, when in reality the starting point might be point A and making that donation might be point G and there are steps that happen in between. I think it's really helpful to think about the donation process and the process that a person would get through from first being aware of your organization to when they're ready to write you a check or have you charge their credit card for a donation. Think of that as "what would it take to do that" so if you think about that just using a for-profit example, let's say I'm getting ready to purchase a new appliance. I may or may not do that online. I may do that in store, but let's say that a typical buyer journey that somebody goes through is maybe they do a Google search and they do a search for dryers to see what comes up. OK, well you have all the choices that you would expect. You've got information sites like Consumer Reports, consumer reviews and that type of thing and then you've got the big guys. You've got Lowes, you've got Home Depot, you've got these different things. Typically what happens in a retail purchase, even if it's a smaller item, sometimes people will know exactly what they want. They go online. My dog's out of dog treats. I go onto Amazon. It's on my wish list. Click, boom, I clicked and ordered, finished. If you're looking to buy something that you're not already familiar with and you're just starting to learn about, it's typically a little bit of a longer process. You might visit the site three times before you make a decision. You might visit the company's website. You might go and read reviews on Amazon even if you're not planning on buying it on Amazon. You might check Consumer Reports. You might do a number of different things so there might be all these different steps happen for most consumers before they would actually take the step of making a purchase. I think it's important on the nonprofit side to realistically think about and not expect somehow magically someone is going to get to your site and it's going to be so awesome and so wonderful and so inspiring that the first click that they're going to make, literally after getting to your home page, is they're going to click on that big old donate button and they're going to enter their credit card information and they're going to become a donor for life. I feel like that's what a lot of organizations expect to have happen and I just don't think that that's realistic.

Beth: That's interesting because I know there are some differences with for-profit and a nonprofit. You might be selling dryers and if I was a buyer and I wanted a new dryer, that's exactly what I would do. I would go onto Google and Google where I could get a dryer, but

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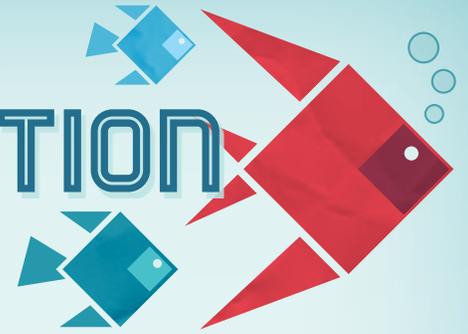
if I wanted to donate money to breast cancer, I wouldn't start by doing a Google search for where I could possibly donate to breast cancer and typically the idea that I want to donate to breast cancer isn't like you wake up one morning and you know, my breast cancer broke so I need to go replace some of that. It's a little different that way. It's typically that you have a relationship or maybe your mother got sick or your best friend just got diagnosed and there's this emotional thing that triggers I need to do something about this and maybe when you feel like there's an emotional trigger and you need to do something about this, you'll go and search and find out about it, but it's definitely a shorter process. One of the things that you and I talk about a lot especially when it comes to people who come to a website through a Google search is the concept of intent. Somebody that comes to a nonprofit website, there's probably going to be either they found it surprisingly or they've heard about this organization. They saw it on Facebook where people are talking about it or they heard about it at a group and there's maybe an offline relationship with this organization and then when they're coming to the website, there are maybe different things that they want to learn. I can't tell you how many times I had a situation where somebody on Facebook is doing an event and they're asking for donations and I have the personal connection with the person and sure, I'm going to click over and I really do. The only reason I want to go to this website is I want to click that button and donate, but the reality is I'm not a donor. The only reason I'm clicking that button the minute I get to that site is because I don't care about your organization. I care about my friend and it's interesting that we do spend so much time on making that big donate button so obvious. I'm not a big fan of saying don't make it obvious, but how do you use the navigation and the architecture of the site to get people to go to the other things that they may be interested in? Do you use offline processes to figure out first what people are interested in and then design the site to figure that out — or is it a different process?

Julie: I think there are a couple of different things that you can do. One thing that I like to do at the beginning of the project if it's available, if the organization has been running some type of analytics. Most people do Google analytics because it's free and it's wonderful. It gathers all kinds of highly useful information. One of the things I think is really interesting is if Google Analytics has been running on the site for a period of time, it's worthwhile to take a look at how people are getting to the site and what content is being viewed most frequently in the site's current state. You can talk to a client and you can say "what was the site designed to
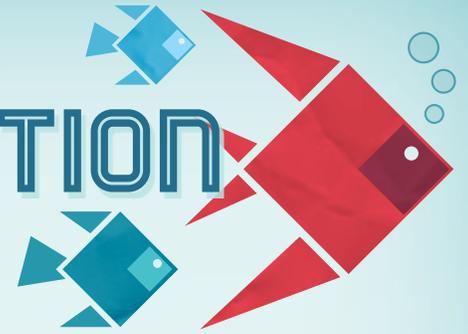
do," kind of get them to answer some of these questions that you have. All right, this is what they think they're doing and then take a look at what the actual traffic numbers are telling you. Are people typing their address directly into their browser and going there directly or are they coming from Facebook because everybody is talking about them on Facebook? Are they coming in via a Google search and all these different things that you can look at in analytics. What content are they looking at? Are they coming to the home page and leaving? Are they coming to the home page and then navigating to one other page or two other pages? Do you have one page in your site that seems to really grab everybody and that one is visited seven times more than any other page? All these things I think are really interesting to check what's happening now with your site in it's current state and then taking that type of information and thinking about how can we make people recognize themselves when they get to your site? I mean, that's the Holy Grail. That's really where it's at. You want somebody to get to your site and they come there with a particular purpose with a particular path and when they get to your site, you want them to have that "aha" moment of "Yes, that's what I was looking for, that's what I wanted. Yes, this is speaking to me."

**Beth:** Thank you for making it easy for me.

Julie: Exactly, exactly. There are a number of different ways that you can accomplish that. I mean obviously we're big believers in having very logically organized main navigation. That's not the place to get cutesy. You don't have to reinvent the wheel. The reason that "About" is typically a top-level navigation category is because it makes sense. It's clear. It's a single word. People know what it means and they've been trained what to expect underneath that type of category.

Beth: I think that's a really, really key point because you're right. People want to be unique and distinctive and I do a lot of branding work and we talk all about being unique and distinctive, but you want to place that where it's going to set you apart in a way that's functional and helps people access information. You don't want to start calling a cup a "liquid holding vessel."

Julie: Yes, that's a perfect example.

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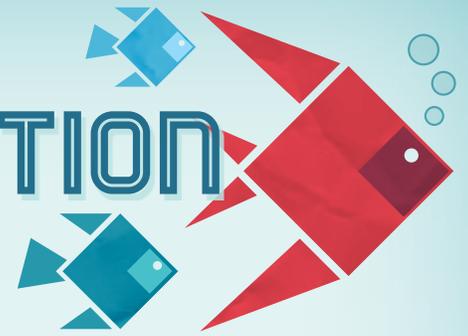
Beth: That's my example that I use all the time, and consultants love to do this kind of stuff with people. We want to position you and brand you and make you distinct, but re-tagging something that has directional importance doesn't provide effective user interface for people. Nobody wants you to pass them a "liquid holding vessel." They're going to point to the cup and say "I need a cup" and so that you are clever and unique isn't always the place to show and demonstrate what's unique about you.

Julie: I would say when it comes to navigation, I would go so far as to say that is never the place to do that. There's a book out years ago, I'm not sure if it has newer versions or not, but I have it here on my bookshelf actually and it's called "Don't Make Me Think" and it talks about usability, but the concept really boils down to the less people have to try to figure something out when they're wanting to get a particular piece of information or that thing, the better off you're going to be. Again, you don't have to get all cutesy on it. For a nonprofit, the way that you're going to differentiate yourself is the way that you tell your story and the way that you connect with people emotionally so you don't have to reinvent the wheel when it comes to what your navigation choices are. You want to make that very easy for people to understand. If you're in services, okay well these are the services we provide. Donate, how you can help. It doesn't get much more obvious than that. I want to help. What can I do? Then perhaps under that link you could have you can give us money, you can volunteer your time. There's a nonprofit here in our area that serves women and children and they take donations of clothing, diapers. There are a number of different things that could be underneath that umbrella, but it's very clear to a user when they get to that page and they see that that's a choice. It's very clear what they're going to find there.

Beth: I think that is a really critical point and a good way for people to find that information out is to look at the questions that people ask you and use their language, use the language of the people who are coming to you or using in your content, in your navigation. If people say "where can I donate," putting a button at the top that says "where you can donate" is really helpful. How did they use it? What are your users thinking? Actually one of the most interesting things I think about the whole tone of your conversation that I want to make sure people are hearing about this is the big picture of prioritizing your audience when you're thinking about design. So many people come to me and I'm sure they come to you and say
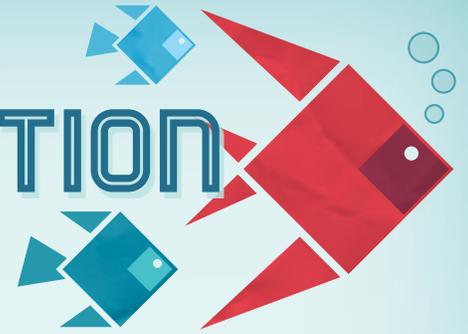
the same thing when they're ready to redesign their website. I hear things like "I don't like the way it looks," "it's old and dated," "there are some things that are broken that I want to fix," "I want to use new technology," "we want to be able to update it ourselves." All of those things are about you. They're about you and your organization and how you feel about your site and how you interact with your site. Everything that you've said today is that the first step is really thinking about how your user wants to interact with your site and what they need to be able to get and do with your site. I find that it's so rare that when I ask somebody "why do you need a new website," that that is ever, ever really a part of the conversation.

Julie: I think that's very true and I think lots of times there are varying motivating factors. Sometimes it's as simple as "our board chair is unhappy with x, y or z" or "we have a new board chair" and I'm not saying that those things aren't legitimate. I mean we work with quite a few clients who the truth of the matter is their site is outdated and it does feel like it has not been maintained. Certainly one of the bigger issues people face today is how responsive their site is, how accessible is it on the devices that people use. That is a very legitimate reason particularly in this day and age to say "We have a site. It's working reasonably well, but the mobile experience is just really lacking in this current iteration of our site." That's a perfectly valid reason to say OK, we want something that functions, I don't know if you want to say equally well, you and I have talked about this hundreds of times. When you're trying to design in a responsive way there are definitely trade-offs. If you're trying to move the ball forward as far as that goes and right now your mobile experience is absolutely horrendous and nobody would stay on your site or do anything, then clearly that's a good reason to say we might be at a point in time when we need to think about what's next. It's time for us to do the next iteration of our website. There could be a hundred different reasons of why this is happening in terms of internally or externally. The site is conveying your brand, yes it's conveying your messaging, but it's not really for you and your needs and this is what our board chair wants and this happens a lot in the for-profit space. Well marketing wants this and sales wants that and the IT department insists that we must have this and you have all these competing interests that are putting their desires or their restrictions on how things can be set up and before you know it, you're completely hamstrung in what you're even able to think about when really the conversation should start with who is it that we're trying to reach and what the heck are we trying to get them to do as a result of whatever efforts we take, whatever it
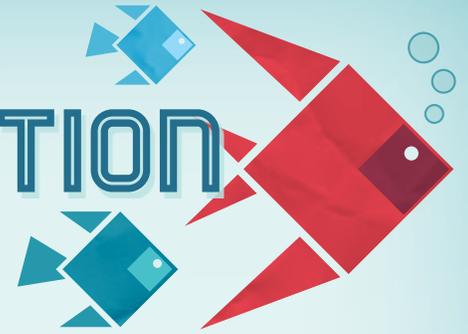
takes to even get them. You've worked pretty hard to actually get them onto your website whether you're doing that through online marketing, whether you're doing that through search optimization, whether you're doing that through social media, whether you're doing that through off line channels, whatever it is that you are doing, you have worked hard to get people to actually be on your website so taking the time to think about we've achieved this huge hurdle, we've got them here. Let's make sure that we set it up in such a way that they have the highest likelihood possible of doing what we want them to do.

Beth: And also helping them do what they want to do. You absolutely need to guide them to get them to what you want to do, but to have some understanding of why are they at the website? What are they looking for? I do a talk and one of the parts of the talk is that the point of design and communication is about creating the right impression, but also helping people access information. One of the examples I use in the talk is a site that was redesigned and it was this hideous old clunky dated site that you didn't know what to click on or what they even wanted you to do and they redesigned it and it's white space and beautiful photography and great pictures and it's just amazing and beautiful and you click on the donate page or I think it is a donate button and the page is literally four screens long and it starts with donate at the top and the next section down is volunteer and the next section down is be a member or maybe it's be a member and then volunteer and then the very last at the bottom is a big black button that says donate and right below that is an identical big black button that says join us on Facebook. I find it so interesting that they went through the entire process of coming up with a new visual look that's open and bright and clean, but they didn't think about information and they did not think about what you're saying as far as what do you want people to do because now I'm four full screens down looking at this page and the very last thing you ask me to do is sign up for Facebook. Donate money, sign up for Facebook. like those are of equal importance to me. I'm sure any organization would be perfectly happy with somebody choosing either of those options. You start at the very top with donate money and after four scroll screens down, people are exhausted. All right, sure I'll just join you on Facebook because that's the easiest thing for me to do. Bye-bye.
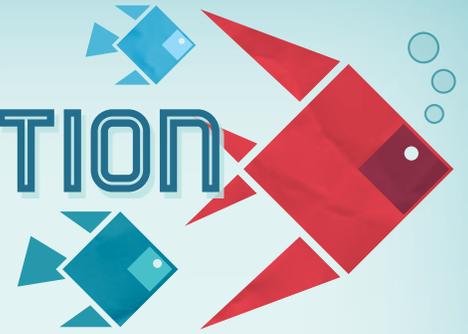
Julie: Yeah, and I think that kind of circles back to what we were talking about when it comes to starting to think about your processes as a funnel. On the sale side of things we think about it as a funnel and your funnel might have two steps. Your funnel might typically have six or seven steps. It really depends, but you want to think about the fact that when we talk about landing pages and especially for paid search, your paying every time somebody clicks on one of your ads. You have paid money for that click to happen so you want to be really sure that you have the best designed landing page for that click that you can possibly have and there's a whole science, which I find fascinating about landing pages, but in a nut shell and the way it circles back to this conversation is you have to think about what was the user's intent when they came from this particular ad group. What are their searches around? You want that thread to follow through. If this is their search and this is the ad that they saw and that ad motivated them to click, you want to make sure that when they hit that page after that click, it feels like it's still part of the same experience. It offers high value for the end user. They talk about it in the landing page optimization all the time and organizations in the nonprofit and for-profit world are horribly guilty of this. They have a form that asks you everything short of your blood type.

Beth: Oh really? I think an important thing to leave people with is even if you're not advertising, there's tons and tons of nonprofits that don't do PPC or Google advertising, Facebook advertising or any of that. If you can get it into your head that everybody that's on your site that you paid to get them there, whether you're doing it literally through paid PPC stuff or whether you're doing it through your email marketing and there's people on your staff that are getting paid to do that or a print mailing, whatever it is, you've paid money in some way to get somebody onto that site so creating a cohesive experience whether it's through a PPC path or a different channel is a really, really important point to think about.

Julie: And making sure that you are putting users first. I think forms are easy to take shots at because so many forms are so poorly done, but I think it exemplifies a larger point and that is once again, it's very easy when you're designing a form to think about we need to know this. We need to know all these different things. Do you? Do you really? In the first interaction that you are having with this person who is on your site, do you really need all the information that you're asking for on that form? Again it goes back to where is that balance between what it
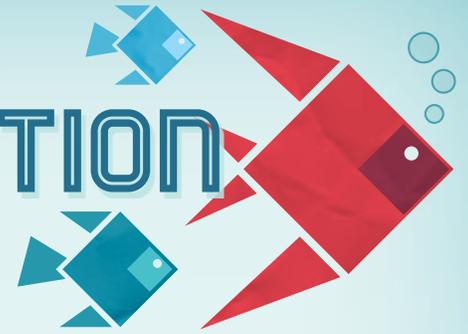
is that you want to have happen and what you're trying to create a structure to facilitate and what is it that your users or the people who you are paying in some way, shape or form to get them to the site. What is it that they want and how can you make those things intersect as much as possible? By doing that, you will find that you will be able to move a greater percentage of people from just poking around to actually completing whatever it is you designed that conversion step to be.

Beth: That is a perfect point to start wrapping up on. Landing pages and conversion are such a huge, huge topic. I'm actually going to be having Brian Massey, the Conversion Scientist, on an upcoming episode so keep your eye out for that.

Julie: Oh awesome!

Beth: I know, he's awesome. I got to hear him speak with Oli Gardiner at the Ascend Conference from AWeber and he was so, so great and he's just agreed to come onto the show in a couple of weeks so keep your eye out for him. If you don't know what a landing page is and you want to learn more about this process of turning your website into a funnel where you really push it through and make something happen, Brian's really going to talk about the different techniques in order to be able to do that. Julie, what is a resource that people could go to if they wanted to explore this topic further and learn more about these things?

Julie: I think if you're listening to this and this is a bit of a lightbulb moment or you really haven't thought about a website in this context or thought about using this type of a process to design what you're doing, one great resource I think to check out would be the Nielsen Norman Group. They have a ton of articles. It's www.nngroup.com and they have a ton of articles on their site that talk about a lot of these basic concepts about usability, about how users think about things, about potential road blocks that you could be throwing up that you're unaware of. If you really want to get a baseline for how to start to think about some of these things, I think it's a really great place to start and they also have an e-newsletter, which is honestly only one of the e-newsletters that I read on a consistent basis.

Beth: That's phenomenal. I think that that's a great place and I will put a link to that up into
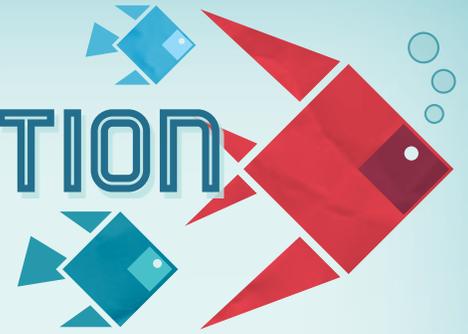
the show notes so take a look for that. Julie, if people are absorbing all of this and think it's fabulous, what's the one best thing that people could do if they were ready to take action today and clear a few piles out of the space on their desk and make some space to work on this? What would be the first place that you think people should start finding out what the purpose is of their website?

Julie: Well, I think one thing that you could do that would provide you with some interesting information would be to do some quick and dirty user testing. If you have an idea in your head about these personas and you roughly designed who a target type of person might be for you, every organization says that they want to clone their top ten donors so maybe you reach out to your top donors, people who you'd like to have more of in your organization and you see if you can set up a time with them to have them come in and look at your website and just watch them navigate around or if you're looking to bring new people into the fold and you want to see how someone who is not familiar with your organization react to your website, do they find it confusing? Can they complete the donation task that you want them to complete? Bring some people in. Do your own little mini user-testing group and just watch real people interact with your site. It can be incredibly illuminating and really give you some good ideas of some places where you're doing some things well and other places that people don't interact with on your site at all how we think that they are. That can really springboard some great conversations and really make this a little more tangible as opposed to just thinking about all of this in the theoretical.

Beth: I love that idea and I love it for multiple reasons. I am a big fan of anything that lets people double- or triple-dip and if you do something like this, not only are you getting information and feedback in a unique way that's invaluable to you, it gives you one more reason to reach out and touch your donors. Pick up the phone and call and ask them for something. Ask them to help you with something that is about their ideas and their minds. You're not asking them for money so it's both a research opportunity for you and a relationship cultivation opportunity for you and when you can do something where you benefit and make your donor feel like they are being drawn closer into the web and being important to you, it's such an amazingly powerful opportunity for communications on both sides of the fence. I would highly recommend that you do it. Julie, thank you so much. These
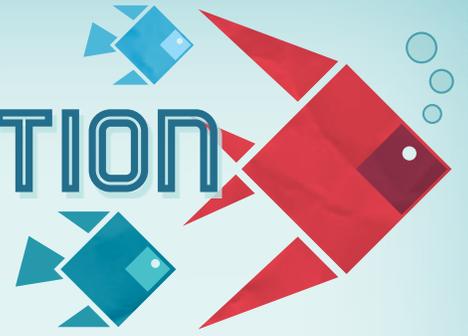
were great ideas. We will have to have you back on for step two at some point.

Julie: I would love that.

Beth: All right. Thanks a lot. Take care.

Julie: Thanks.