



Nonprofit
Connection

Schematic Template for your Nonprofit Website

This document is provided by United Way Northern Utah, Nonprofit Connection, as a tool to build a website schematic, and does not constitute legal advice. User assumes all risk.

Please see our other tools at uwnu.org.

Use this template to build your website schematic. It includes the diagram, page names, page addresses (URLs), forms and links, images, initial paragraph with keywords, and other content.

Possible pages of a nonprofit website may include: home, about us, contact us, services, volunteer, donate, etc. Look at other nonprofits similar to yours for ideas. When it comes to content, *less is more*.

Contact Us

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Edit this page to create objectives that guide your efforts. See example below.

Objectives for Web Strategy

EXAMPLE

1. Easily navigated access to services, in a well-organized format.
2. Clear calls to action to ensure fast, easy access to all services, especially consultation registration, newsletter sign up, calendar (events) and training registration.
3. Strong SEO informed by keyword research. Texted-based title at top of each page. First paragraph is relevant keyword rich.
4. ADA compliant (easily accessed by screen readers). Uses text for navigation instead of images.
5. Well-connected with CRM.
6. Ability to navigate to all pages from any page.
7. Images/graphics on all pages.

Edit this page to create pages titles, URLs, and forms needed for your site.

Site Title

(landing)

<https://yoursite.org>

Page Title

<https://yoursite.org/pagetitle>

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<https://yoursite.org/pagetitle>

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- Data Input Forms**
- Newsletter sign up
 - Donate
 - Volunteer application
 - Contact us message

Create Your Menu titles, and pages that will go below them. Make things are concise and brief as possible. Less is more.

Only only the minimum number of menus and linked pages as needed.

Menu 1

Linked Page 1
Linked Page 2
Linked Page 3
Linked Page 4

Menu 2

Linked Page 1
Linked Page 2
Linked Page 3
Linked Page 4

Menu 3

Linked Page 1
Linked Page 2
Linked Page 3
Linked Page 4

Menu 4

Linked Page 1
Linked Page 2
Linked Page 3
Linked Page 4

Data Input Forms

- Newsletter sign up
- Donate
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- Contact us message



Site Title

(landing)

<https://yoursite.org>

CONTENT

First Paragraph text:

List of menus:

Form(s) on page:

Additional Content:

Edit this page to create your content using keywords people will likely use to search for your services.



CONTENT

Page Title

(landing)

<https://yoursite.org>

First Paragraph text:

List of menus:

Form(s) on page:

Additional Content:

Edit this page to create your content using keywords people will likely use to search for your services.

Create a menu system for easy navigation.



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Data Input Forms

- Newsletter sign up
- Donate
- Volunteer application
- Contact us message

Develop your data input forms your audience(s) will use to share and/or request something. Then, list the addresses here so during design, it is fast and easy to add forms to your site.

LINKS TO FORMS

- Newsletter sign up: <https://>
- Donate: <https://>
- Volunteer application: <https://>
- Contact us message: <https://>