

Genia's Design on a Dime

*Website design tools that will help you
get setup and running without spending
a fortune on services.*

Introduction

Building and maintaining your organization's website can be tough, especially if you don't know what tools you need. I've put together a list of tools that will help you do it all yourself without breaking the bank.

There are dozens, sometimes even hundreds, of options when it comes to the different services you can use for setting up and designing your organization's website...How do you know which ones are as good as they advertise and which have really good marketing?

I'm here to break it down to the ones I have used and recommend others experience as well. These companies deliver quality service and offer products that will help you succeed in the goals you have for your organization's website.



Gandi

Gandi is a great place for organizations in need of a place to host their website. They have a wide range of helpful services that make the whole experience even better. With services like email, website backup, usage statistics and more, it's a great place to setup your website.

Try Gandi: <https://www.gandi.net/en/simple-hosting>



Canva

Canva is the perfect design tool for non-designers. It's very user friendly and the free version will help develop effective branding across all of your different platforms. From images on your website/blog to images for social media posts, Canva helps keep your organization looking polished.

Try Canva: <https://www.canva.com/>



Yoast SEO

Yoast SEO helps make the information on the different pages of your website more understandable to Google. When Google understands that information it can more effectively catalog the data, making it even easier for people searching the terms you use on each page.

Try Yoast SEO: <https://yoast.com/>



mailchimp

Mailchimp

If you have been using email to only send your donors a newsletter (or worse – you aren't sending any email messages to potential or current donors), then it is time to look at Mailchimp. Our always-on marketing platform works around the clock to help you find your people, grow your organization, and get smarter as you go.

Try Mailchimp: <https://mailchimp.com/>



Google Analytics

Google Analytics gathers a lot of important data about the visitors coming to your website. With information about how people are finding your website, what pages they go to, how many of those people are engaging (signing up for a newsletter, making a donation, downloading a free document), and more, helps you become more effective in your marketing.

Try Google Analytics: <https://analytics.google.com/>



Google Search Console

Google Search Console is helpful for more than just the web developers making sure your website is readable for Google. It helps your marketing department understand which terms, or keywords, are being used to find you. That information makes it a lot easier to build onto or fix.

Try: <https://www.google.com/webmasters/tools/home?hl=en>



Google AdGrant

Google offers a program available to most nonprofits (unfortunately, not all organization types qualify) where you can sign up for \$10,000, a month, in Google Ad credits at no cost for the organization. It's a great opportunity to increase general awareness and donations.

Try AdGrant: <https://www.google.com/grants/>



LastPass

If you still rely on memory to keep track of all your passwords (or worse – you use the exact same password for a majority of your important accounts), then it is time to get a password manager. I definitely recommend LastPass. They do an amazing job creating unique passwords for all of my accounts while keeping everything secure.

Try LastPass: <https://www.lastpass.com/>