

Wired Impact

## A Rubric To Evaluate & Level Up Your Homepage



**Your homepage has an important job to do.  
But is it trying to do too much at once?**

Your homepage is one of the most important pages on your entire website. But homepages can quickly become too cluttered and complex, which overwhelms visitors the moment they arrive.

If you're looking to simplify and strengthen your website's homepage, this resource is for you.

Use this rubric to grade your homepage and see how well it addresses the three key questions all nonprofit homepages need to answer. Check the box as you review your homepage to identify what it's doing well and where it might need some improvement.

Build a nonprofit website you're proud to share.

---

## What Your Homepage *Actually* Needs to Do

Your homepage needs to clearly and quickly answer three key questions in the minds of your people:

***Is this for me?***

***Can you solve my problem (or a problem I care about)?***

***What is the next step for me?***

**That's it.** Your nonprofit's homepage doesn't need to tell your entire story, list every one of your programs or services, list all your upcoming events, or showcase every award you've earned.

It just needs to let your people know they're in the right place, that you can help them, and what step comes next in their journey with you.

## Homepage Rubric

Remember, there is no one-size-fits-all approach to homepage design. Every nonprofit has different needs, goals, preferences and technical constraints that influence how their homepages are structured.

This rubric is designed to help you assess how well your homepage is set up to answer the three key questions above. Take what's applicable and leave the rest. And when in doubt, leave it out. Less is often more with a homepage.

### “Is This for Me?” Assessment Questions

**Are you using a static image in your hero section?**

Static images are much less likely to distract your visitors than videos or sliders, which can be annoying and difficult to use — especially for folks with disabilities or those using assistive devices.

**Is your hero image compelling?**

Imagery is powerful, and a generic photo, one that's too small for the space it

needs to fill, or one with a bunch of text is going to be a lot harder for folks to connect with.

**Is your one-liner quickly visible upon landing on the homepage?**

This brief one-liner gives your audience some footing once they arrive on your site and should be visible without scrolling so they have the context they need.

**Is your one-liner clear and brief?**

Remember, your tagline is for context. Visitors will continue if it's compelling enough to them, but it should be short, clear and easy to understand.

**Have you broken up the page with clear headings?**

Clear headings make it easy for visitors to quickly skim through your various homepage sections.

**Do those headings use language your visitors would?**

Clear language that's familiar to your visitors — not just your own internal team members — will help them get a sense of who you are and whether they're in the right place much more quickly and easily.

## **“Can You Solve My Problem (or One I Care About)?” Assessment Questions**

**Do you provide a brief overview of or introduction to your work?**

Getting into the weeds of your programs and services is too much too soon. A brief overview invites the right visitors to keep reading and exploring.

**Do you highlight what makes your organization or approach unique compared to other similar groups?**

This lets visitors know how you're different from the other organizations they might turn to for help or decide to get involved with.

**Do you use language your primary audience would use when discussing your work?**

Using the language your audience uses is a clear sign that you understand them

and what they're looking for. Plus, it's easier for them to recognize the info they're looking for when they see it.

**Do you share a few stats that demonstrate the impact of your organization?**

Numbers like this are a direct way to illustrate your results and demonstrate to visitors that you can (and have) solved a problem they care about.

**Do you feature any stories or testimonials from your community?**

Don't make your visitors just take your word for it. Community stories and testimonials bring an essential, human element to your work and help visitors clearly see *and feel* your impact.

**Do you share the names and logos of any community partners or awards?**

Showcasing your community partnerships or relevant awards, ratings or recognitions you've earned can help demonstrate your trustworthiness to visitors.

## **“What Is the Next Step for Me?” Assessment Questions**

**Have you only included the most important calls to action for your visitors?**

As the number of possible choices increases, so does the mental energy it takes to make a decision. And when faced with too many choices, many people won't do anything.

**Is the most important action for your primary audience prominently displayed?**

If your most important action is buried too deep on the page, or hidden among your other calls to action, it'll be much harder for your people to find it. Make sure it's more prominent relative to others.

**Do you avoid “Click Here” language for your links?**

"Click here" lacks clarity and doesn't give visitors enough information about what to expect when they click. Using clear, concise language makes it easier for visitors to take the next step.

- Do all of your buttons and links include visual cues to clearly indicate they're clickable?**

Visitors can't take the next step with your organization if that step isn't clearly marked. Make sure your links are distinguishable from other text and your buttons look clickable.



Nonprofit Website  
**Office Hours**

*This information was first presented during [Nonprofit Website Office Hours](#). See the full presentation for more insights and practical advice on how to nail your nonprofit website homepage.*

---