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Evaluating Your Organization's Web Site

A Webinar from THE MISSION EXCHANGE

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February 25, 2:00 p.m. Eastern

Evaluating Your Organization's Web Site

Sherri Heintz Kerr, Presenter

"If you build it they will come," was the credo for many organizations when first developing web sites. However, this popular phrase is nothing more than a line from fiction. The reality is that digital media is changing daily with trends nearly impossible to entertain, let alone analyze and implement. It's easy to get "lost in the weeds" when trying to determine whether your web site is successful.

This webinar will provide you with a practical evaluation checklist to help you build it so "they" will indeed come and ultimately take action.

We will cover . . .

- Web Creative Strategy
- Efficiency: Analytics, Navigation, Optimization
- Branding: Integration and integrity

And your site's purpose and promise . . .

- Social
- Informational
- Transactional
- Experiential

Sherri Heintz Kerr is President of Cahoots Communications, a full-service advertising agency specializing in marketing and development for nonprofit organizations. For over 30 years, she and her firm have provided brand development and management for hundreds of corporations, nonprofit organizations and ministries.

Webinar Cost: Free for members of The Mission Exchange

\$9.95 per person for affiliates

\$39.95 per person for non-members

Format: Webinar - 55 minutes of facilitator input, 20 minutes of Q & A