

# How to Optimize Your Nonprofit Website for SEO

## Why SEO Matters for Nonprofits

Online year-over-year giving is up

**19%**<sup>1</sup>

Monthly online giving has increased

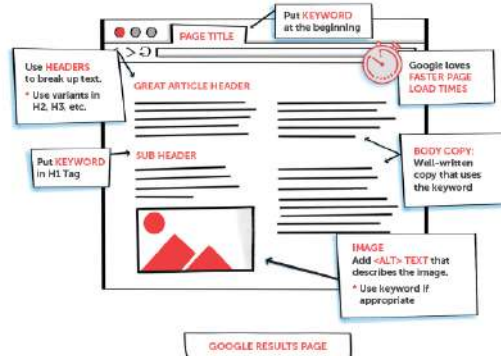
**40%**<sup>1</sup>

The top 3 search results for a query get

**75.1%**<sup>2</sup>  
of clicks

## On-Point On-Page SEO

Keyword = A word or phrase searched for by someone



Listed below the clickable **TITLE** (in blue), the **META DESCRIPTION** lets people know what your page is about. It isn't seen on the website, but is your elevator pitch on the search results page.

## Identify the Best Keywords for What you Provide or Solve

Focus on how your audience searches for the problem you solve and use their language.

EXAMPLE:

"VEHICLE DONATION"

vs.

"CAR DONATION"

**2,700**

searches per month

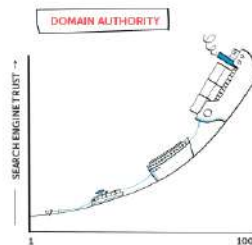
**23,500**

searches per month

Both keywords are equally difficult to rank for, but the term "car donation" gets far more searches per month in the United States.

## Build Your Domain's Trustworthiness

Domain Authority is a measure of how trustworthy your domain is. It's based on how many high quality links you get to your site.<sup>3</sup>



More High Quality Links = Higher Domain Authority  
No Inbound Links = No Domain Authority

**BUILD ON ONLY ONE DOMAIN'S AUTHORITY**  
House your initiatives under one "roof" domain to increase Domain Authority.

**GOOD EXAMPLES:**  
mydomain.com/foodsupport or  
mydomain.com/housingassistance

**WHAT YOU DON'T WANT:**  
mydomainfoodsupport.com or  
mydomainhousingassistance.com

## Utilize .edu and .gov links

Nonprofits have a huge advantage over for-profit organizations to get .edu and .gov links, which have more trust in the eyes of search engines.



## Create the right content at the right time

If your major fundraising comes at a certain time of the year, make sure you are ramping up your content leading up to it.

## Mobilize supporters

Genuine enthusiasm from supporters is infectious. Supporters will link to you and share your posts, and as a result, increase your Domain Authority.