

Best Practices

- **Show, Don't Tell:** Use more imagery, graphics and videos across the site to break up the content.
- **Nudge The User:** Add key next step actions to content pages to prod the user to take further action: "Support our mission, donate today!", "Learn more by signing up for the newsletter", etc.
- **Find Your Voice:** Write with your brand personality in mind and keep the voice consistent throughout the website (see messaging section)
- **Be Direct:** Make your key calls-to-action clear and obvious and avoid any "Click here" language.
- **Simplify:** Avoid using jargon, boardroom talk, development buzzwords, acronyms or internal language as much as possible.



Best Practices

- **Navigation:** be as descriptive and logical as possible, avoid overly long labels or jargon your audience may not understand, use short phrasing and guide site visitors where they want or need to go.
- **Quality vs Quantity:** When appropriate, combine content from multiple pages into one page to cut down on click-throughs. Don't use 3 paragraphs when 1 will do. Be as concise as possible with the amount of content on pages. Utilize the accordion, tab and modal modules to get more content onto a page without it feeling overwhelming to the users.
- **Nudge The User:** Add key next step actions to content pages to prod the user to take further action: "Support our mission, donate today!", "Learn more by signing up for the newsletter", etc.



Best Practice Examples

Write for the Web, Nudge the User, Be Direct

NO

To read other reviews or submit a review on the Foundation, please click here.

For questions or additional information, please contact Jane at 321-654-9800 or jane@website.org.

Click here to learn about becoming a member.

YES

Let Us Know How We're Doing!

Submit a Review >

Read Other Reviews >

Have Questions?

Contact Jane at 321-654-9800 or jane@website.org

View Membership Benefits >

Pair a headline with clear calls to action to help nudge users to complete a task.
Make sure call to action links are buttons so they stand out visually.



Best Practice Examples

Write for the Web, Nudge the User, Be Direct

NO

Don't want to give online? Download our donation form and mail your check or credit card number.

If you are interested in volunteering in your area, first review the description and then submit your completed application.

YES

Give By Mail

1. Download donation Form >
2. Print and fill out
3. Mail the form and check

Interested in volunteering in your area?

1. Review Role Description >
2. Submit Volunteer Form >

Break down tasks step by step so users are clear on what to do.
Use ordered lists to visually callout each step and make it easy to scan.