



# What makes a good charity website homepage?

**LA  
POPE**



**There's  
something about  
homepages...**





**Which charity websites do you think have the best homepages (and why)?**

**Tweet**



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**I got lots of replies with  
examples, but also questions...**



- **How can we do a great job on a small budget?**
- **Should it be about branding or navigation?**
- **How much content should be on the page?**
- **How can we balance support/services against fundraising?**



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And the big question ...

**How to balance  
user needs with  
stakeholder wants?**



Unlock

For people with criminal records

News & UpdatesContact usPersonal StoriesDonate

About usInformation and AdviceChanging the SystemCommunityFor ProfessionalsGet involved

### Building a fairer future for people with criminal records

Our mission is to support & advocate for people with criminal records to be able to move on positively in their lives.

[Find out more about what we do](#)

### Help bring clean and safe water to every person on the planet.

The water crisis is massive. But together, we can solve it. Private donors cover our operating costs so whether you choose to join us by giving once or through The Spring, our community of monthly givers, know that 100% of your generosity will bring clean water to families around the world.

GIVE ONCEMONTHLY

Choose an amount to give per month

£5 cash/mo

£10 cash/mo

£20 cash/mo

£40 cash/mo


Other amount

DONATE MONTHLY


Your £20.00 monthly donation can give 8 people clean water every year. 100% funds water projects.

### We're waiting for your call

Whatever you're going through, a Samaritan will face it with you. We're here 24 hours a day, 365 days a year.




**Call 116 123 for free**  
[Other ways you can get in touch >](#)



"If it wasn't for you, I wouldn't be here. You will never know what you've done in my record."


# What makes a good charity website homepage?

#### Latest news and views




##### Helping carers to feel valued

Luke, Campaigns Officer for Age UK, explains why it's important to support carers - throughout Carers Week and always.



##### The court decision on discharges into care homes


Caroline Abrahams explains what the recent High Court ruling signifies and what must happen next.



##### Remembering Roy

A tribute to Roy, a former Age UK storyteller, whose experiences of loneliness inspired...

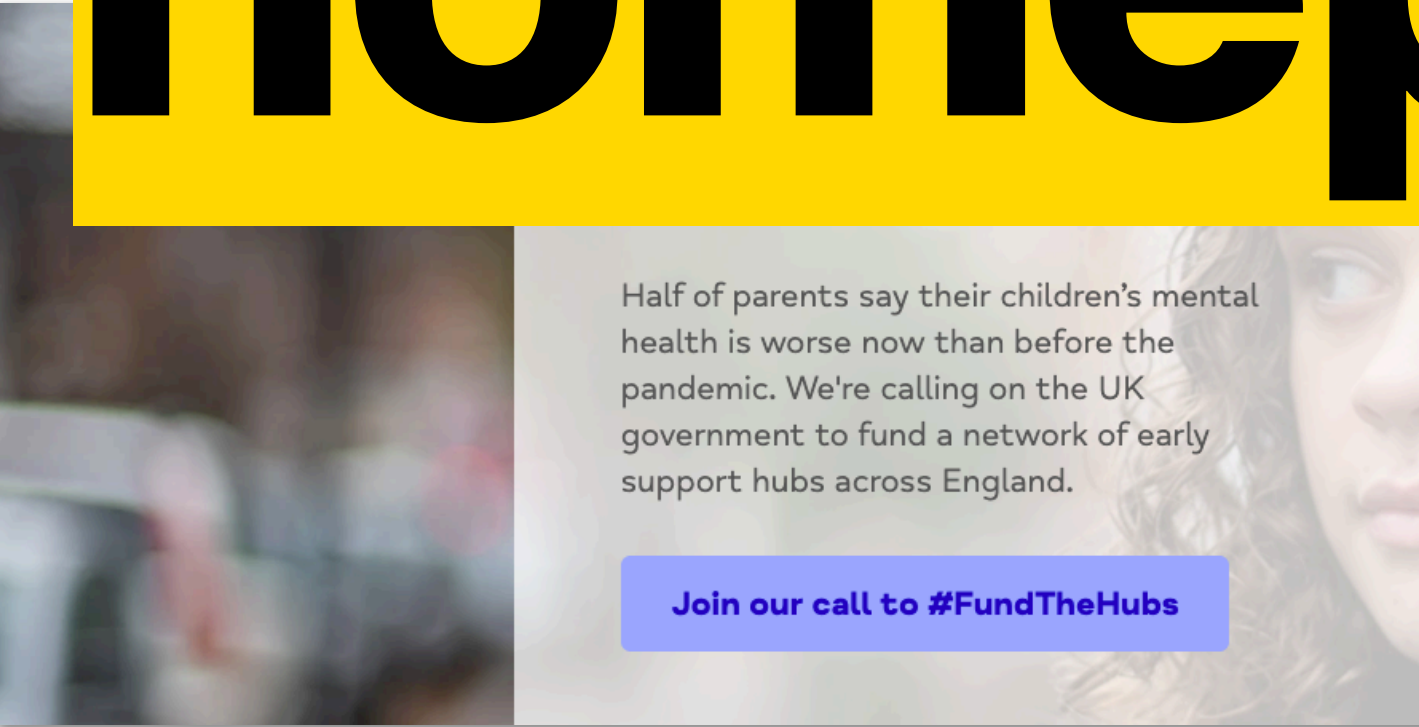
[Read more articles](#)



### CALL OF THE WILD


Listen to our award-winning Podcast hosted by WWF ambassador Cel Spellman, as he chats with familiar figures and top nature experts to dig deeper into the threats we're facing and what each of us can do to help.


[LISTEN NOW](#)



Half of parents say their children's mental health is worse now than before the pandemic. We're calling on the UK government to fund a network of early support hubs across England.

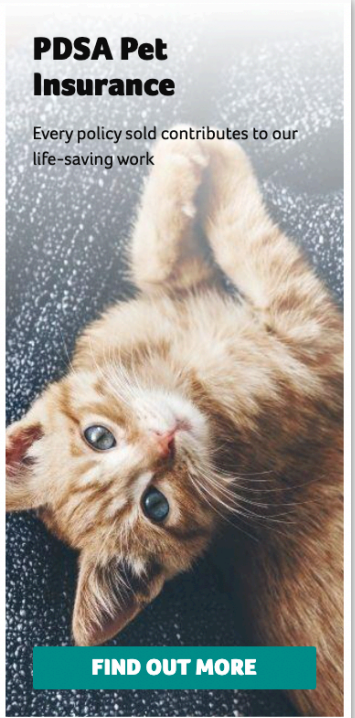
[Join our call to #FundTheHubs](#)





### PDSA Pet Insurance

Every policy sold contributes to our life-saving work



### PDSA Pet Store

Shop our range of PDSA vet-approved toys, treats and pet essentials. By shopping with PDSA you'll have the confidence knowing our vet-approved range is the very best for your pet and with every purchase you'll be helping a pet in need.

[SHOP OUR RANGE](#)

[FIND OUT MORE](#)

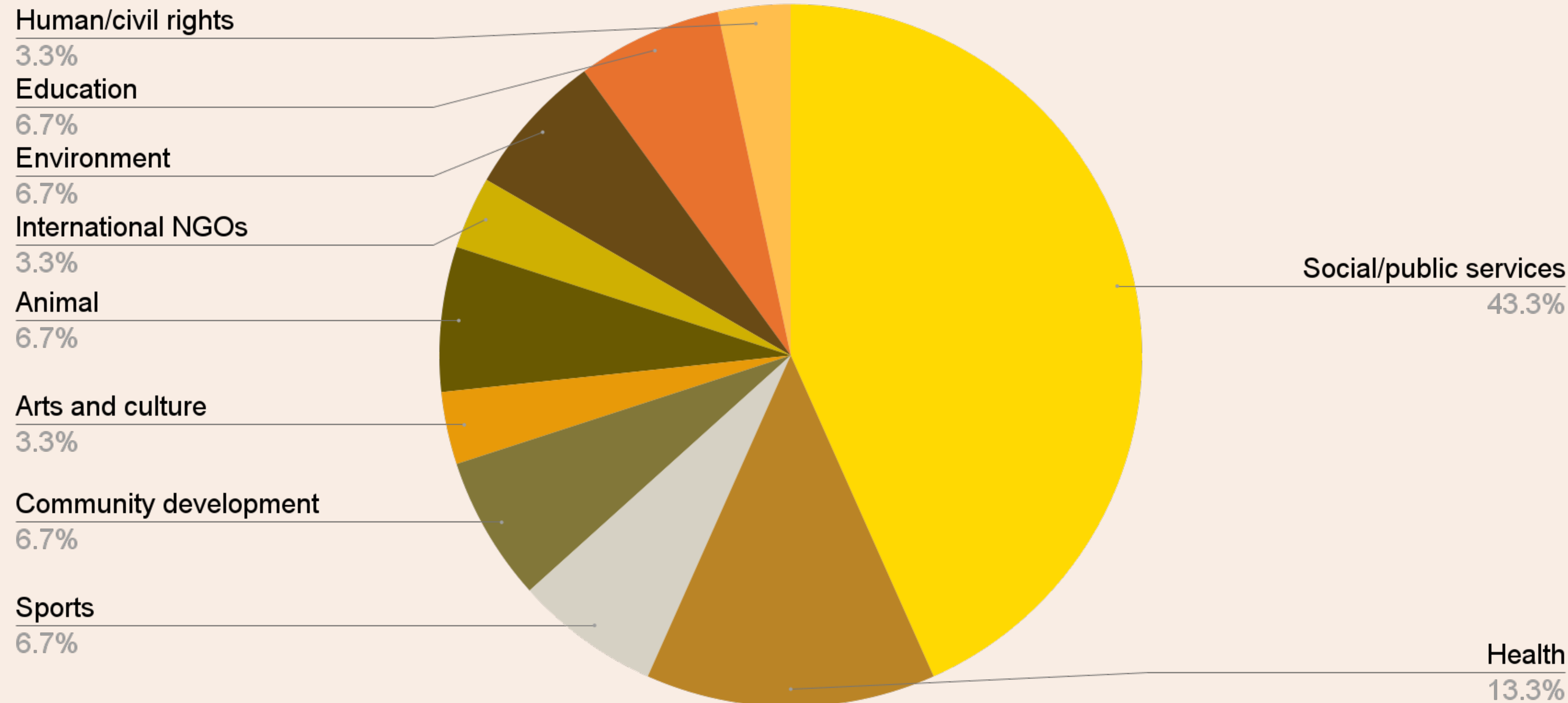


# About the survey

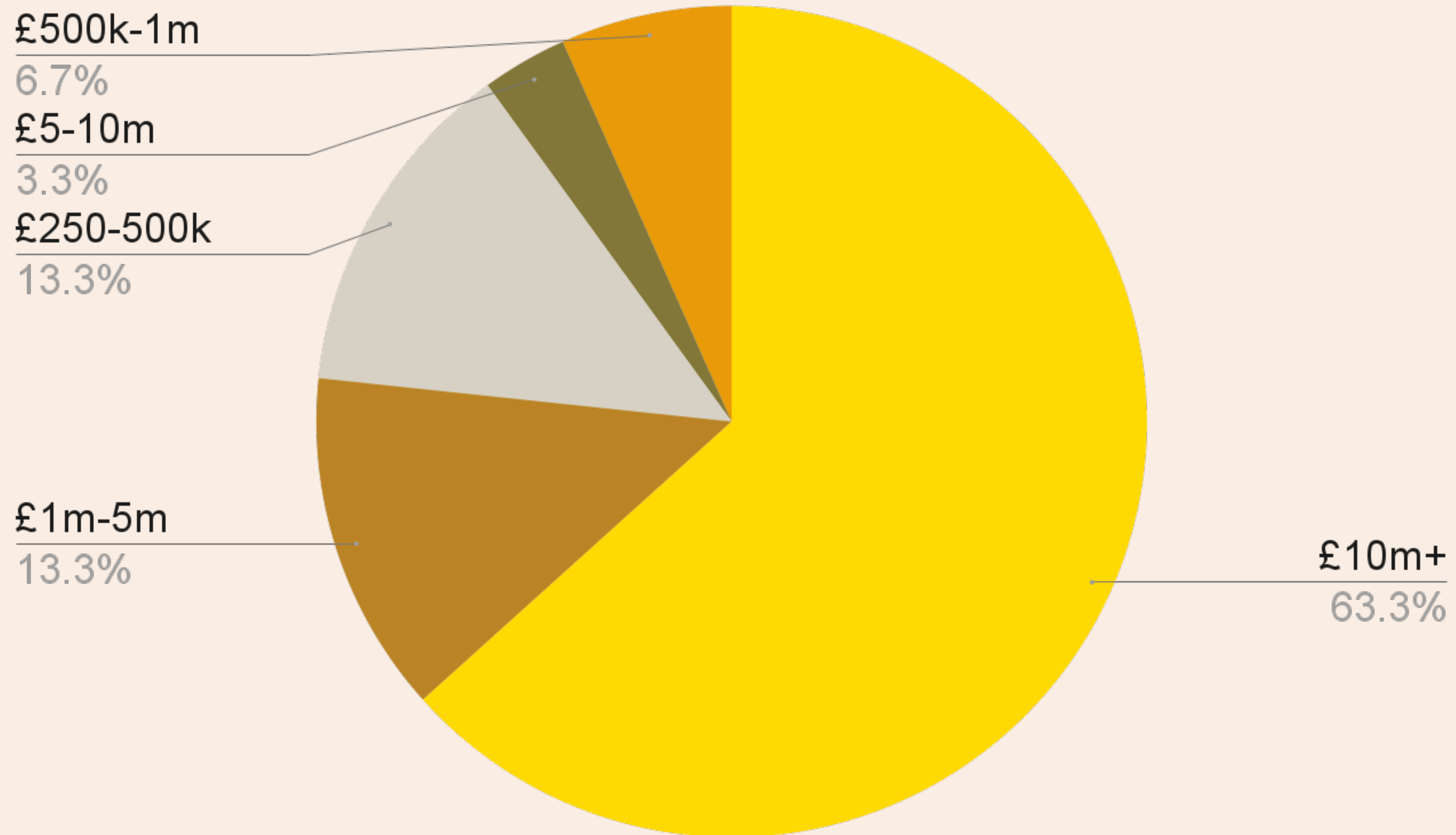




# Type of charity

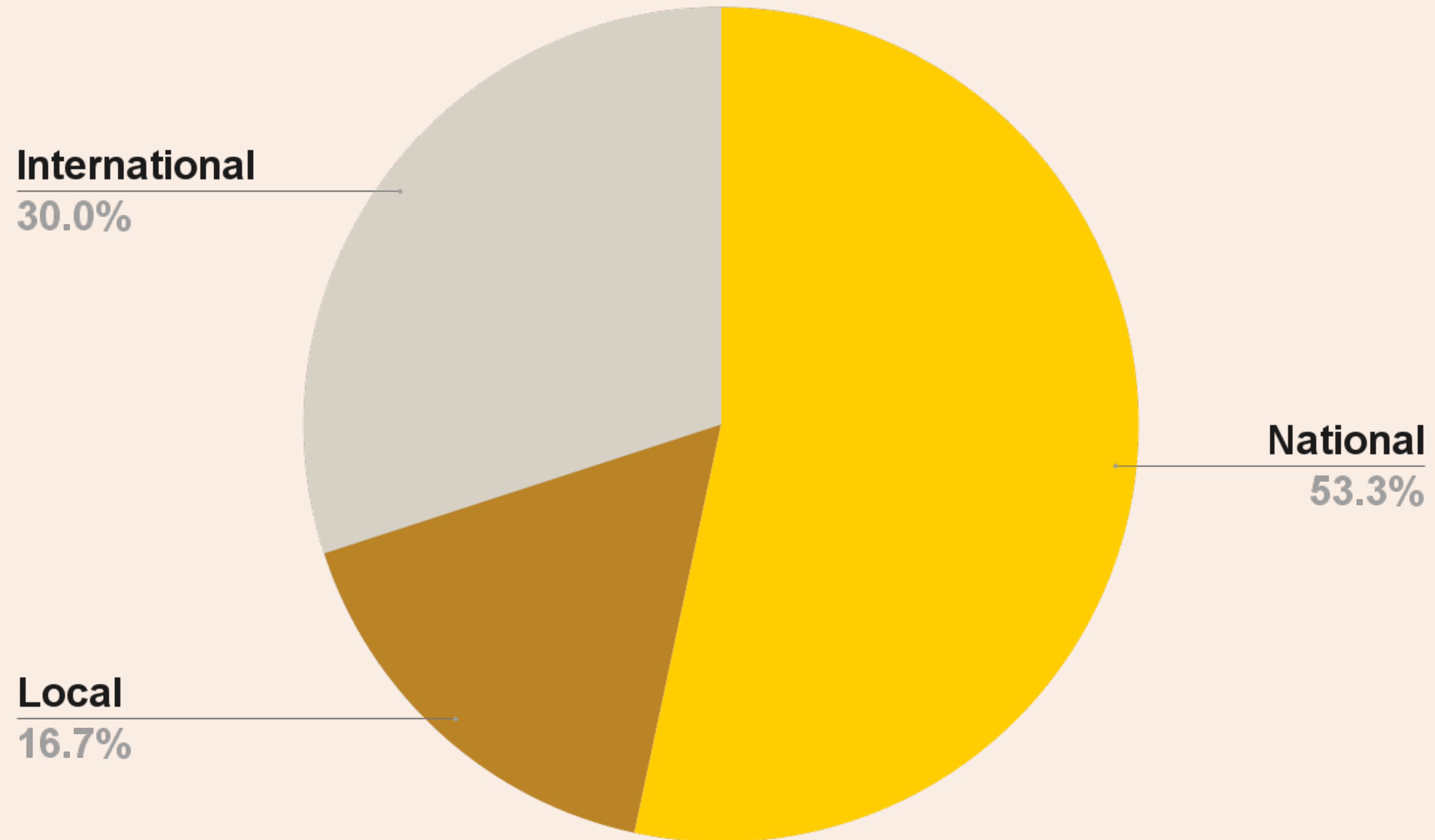


# Income

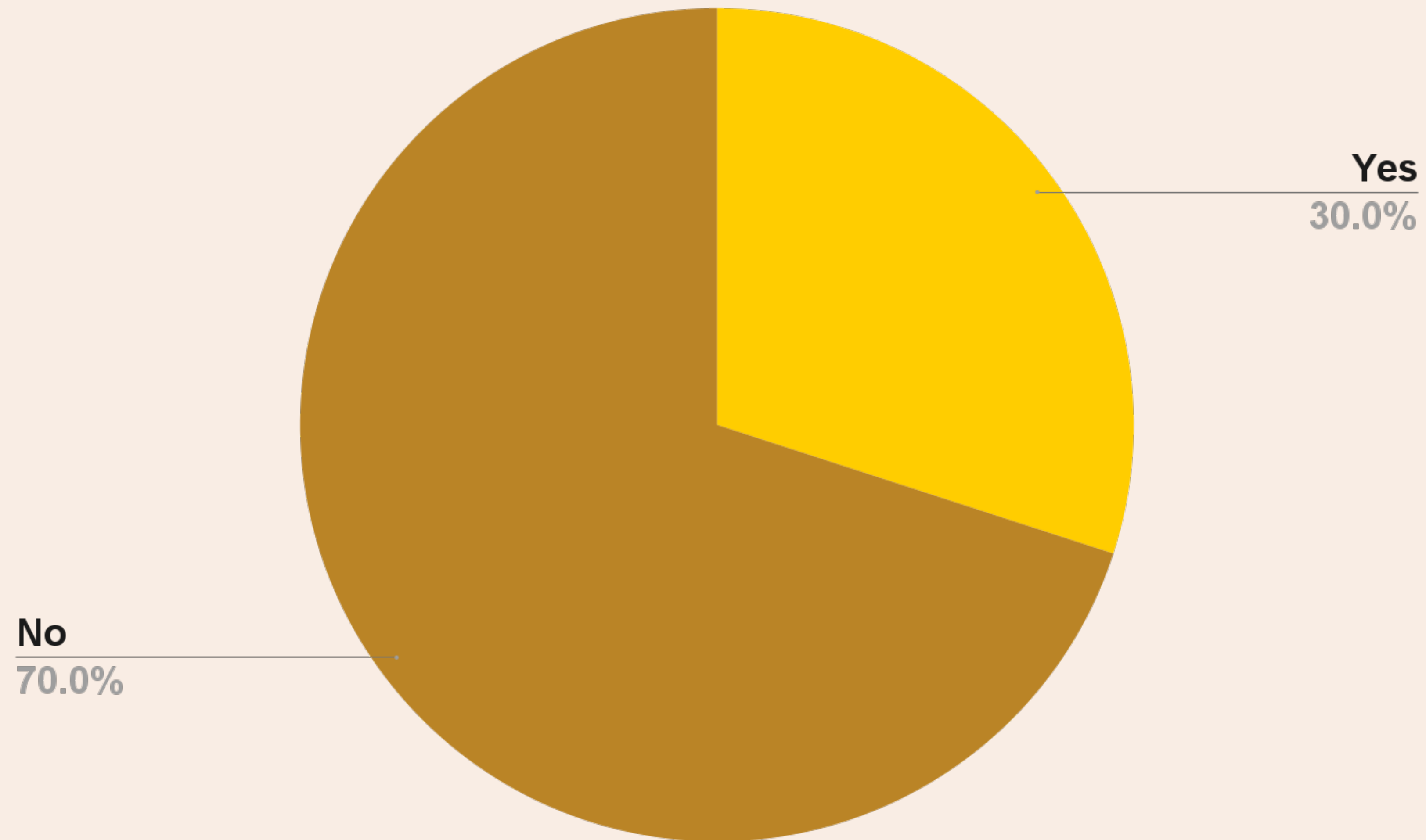




# Scope



# Household name?





# About the survey





# Content elements





About us content	Editorial content	Donate content
<ul style="list-style-type: none"> <li>● Tagline / mission / description</li> <li>● About us / what we do (link/links)</li> <li>● Statistics</li> <li>● Area of work / programme (specific, link)</li> <li>● Areas of work / programmes (links)</li> <li>● Interventions / activities / cases (link/links)</li> <li>● Testimonial / quote</li> </ul>	<ul style="list-style-type: none"> <li>● News / blog (links)</li> <li>● Stories / case studies (link/links)</li> <li>● Podcast (link/player)</li> </ul>	<ul style="list-style-type: none"> <li>● Donate (specific campaign, call to action)</li> <li>● Donate (generic, call to action)</li> <li>● Donate goods (call to action)</li> <li>● Leave a gift in will (link)</li> </ul>



Fundraising content	Shop/buy content	Volunteer/join content	Campaign content
<ul style="list-style-type: none"> <li>● Fundraising event (specific, link)</li> <li>● Fundraise (generic, link)</li> </ul>	<ul style="list-style-type: none"> <li>● Online shop (link)</li> <li>● Offline shop (finder/search/link)</li> <li>● Product (link)</li> </ul>	<ul style="list-style-type: none"> <li>● Volunteer recruitment (call to action/link)</li> <li>● Membership / supporter sign up (call to action)</li> <li>● Get involved / support us (link)</li> </ul>	<ul style="list-style-type: none"> <li>● Campaign / petition (specific, link)</li> <li>● Campaigns (link to all)</li> <li>● Event (link/links)</li> <li>● Cause or awareness day / week / month (link)</li> <li>● </li> </ul>

Services content	Advice and info content	Other content
<ul style="list-style-type: none"> <li>● Services (finder/search)</li> <li>● Services (multiple, list/links)</li> <li>● Service (link to one specific)</li> <li>● Service/location tour (link/video)</li> <li>● Locations (multiple, list/links)</li> </ul>	<ul style="list-style-type: none"> <li>● Info/help/advice (links to topics/link to category page)</li> <li>● Info / help / advice (specific piece of content, link)</li> <li>● Helpline / advice line (email/webchat/phone number)</li> <li>● Community / chatroom / forum (link)</li> <li>● Reports / research / publications (link/links)</li> <li>● Resources / templates / tools (link to)</li> <li>● Info / help / advice (search/finder)</li> </ul>	<ul style="list-style-type: none"> <li>● Nations (info for different UK nations – link)</li> <li>● App (link)</li> <li>● Competition (link)</li> <li>● Jobs / careers (link)</li> <li>● Map</li> <li>● Social media (links, NOT in footer)</li> <li>● Supporter phone number</li> <li>● Survey (link)</li> <li>● Training / learning (link)</li> <li>● Email subscription (call to action)</li> <li>● Funding (CTA/apply for)</li> <li>● Image carousel (no words)</li> <li>● Carousel</li> <li>● Hero image (no words)</li> <li>● Partners / funders (logos/links)</li> </ul>



# What are the most commonly used elements?

1. News / blog (appeared on 73% of homepages)
2. Tagline / mission / description (63%)
3. Donate (53%)
4. Email subscription (47%)
5. Campaign / petition (43%)
6. Volunteer recruitment (40%)
7. Info / help / advice (links to topics/category page) (37%)
8. Info / help / advice (specific piece of content) (33%)
9. About us / what we do (33%)
10. Get involved / support us (33%)

# 1. News or blog links

## News and stories



### Real life stories

#### I worry about what people will think about me being a disabled mum

Being a mum is a dream come true. But I feel like I have to prove myself to everyone because of their expectations of me.



### Scope news

#### Remembering Her Majesty, The Queen

We are deeply saddened to learn of the death of Her Majesty the Queen. And we offer condolences to her whole family



### Scope news

#### What does the price cap announcement mean for disabled people?

Ofgem has announced the next increase in the energy price cap

[See all our latest news and stories](#)

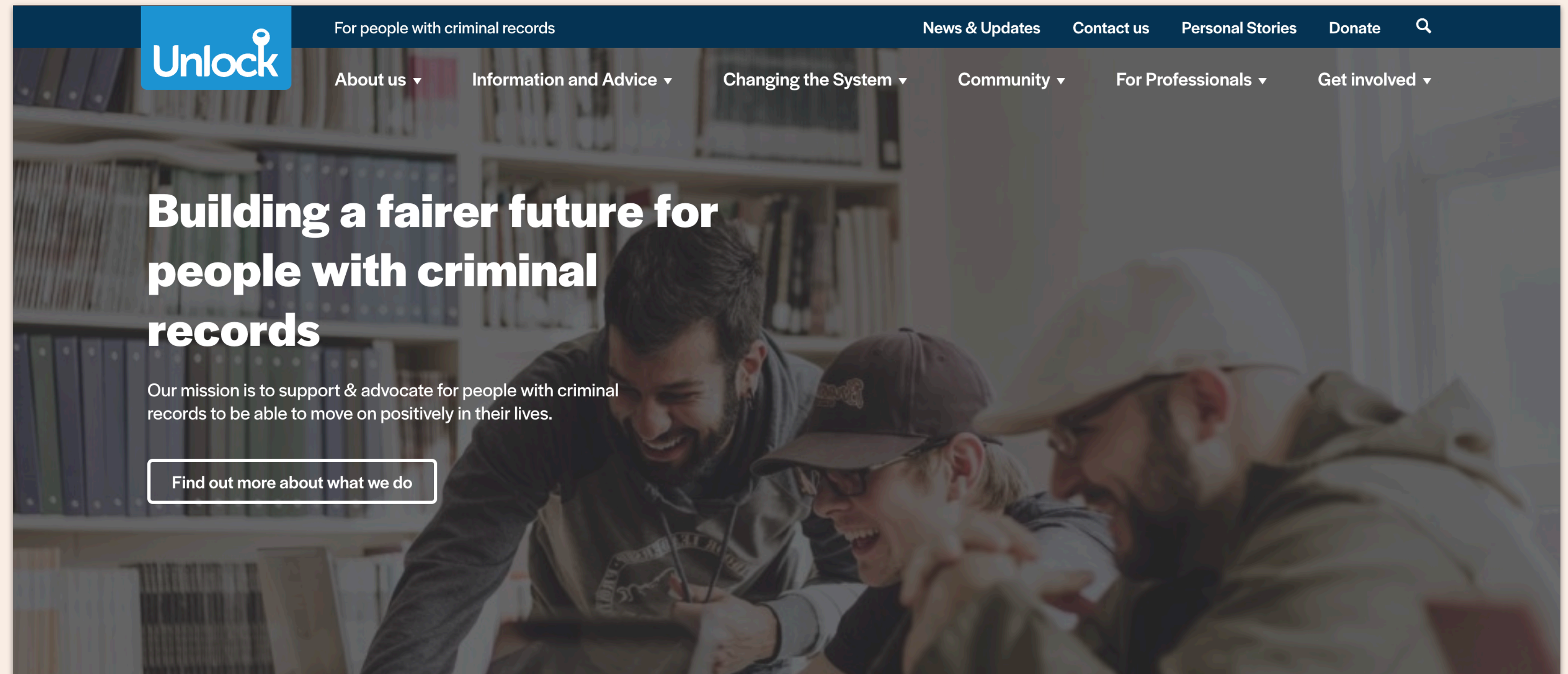


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# Tip

**Make sure news is always new.**

## 2. Tagline, mission, or description





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# Tip

Don't 'we' all over your copy.

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**‘Here to listen and support you through  
cancer treatment and beyond’**

***not***

**‘We're Chippinghampton's number one  
cancer charity’**



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# Element order





# What are the most common first elements?

1. Tagline / mission / description (first element 37% of the time)
2. Donate (20%)
3. Campaign / petition (13%)
4. Fundraising event (7%)
5. Info / help / advice (links to topics/category page) (3%)
6. Info / help / advice (specific piece of content) (3%)
7. Helpline / advice line (3%)
8. Services (finder/search) (3%)
9. Funding (3%)
10. Image carousel (3%)

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# Tip

Don't use images alone



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# Tip

Don't rely on carousels



# Number of elements





# Number of elements on the page



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# **It's all about balance**



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**‘I find them cluttered and fairly hard to navigate ... Only use to look up something. And even then I generally can’t be sure if I haven’t found it that it isn’t there...essentially too much information at once, which means I find it difficult to find anything.’**

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# Tip

# Cut clutter and distraction



**So what \*does\*  
make a great  
homepage?**



- 
- 1. Know your users and their needs**
  - 2. Reflect your strategy**
  - 3. Remember it's about navigation**



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**Stakeholders can make or  
break your homepage content**

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# Tip

Talk to stakeholders early  
and often



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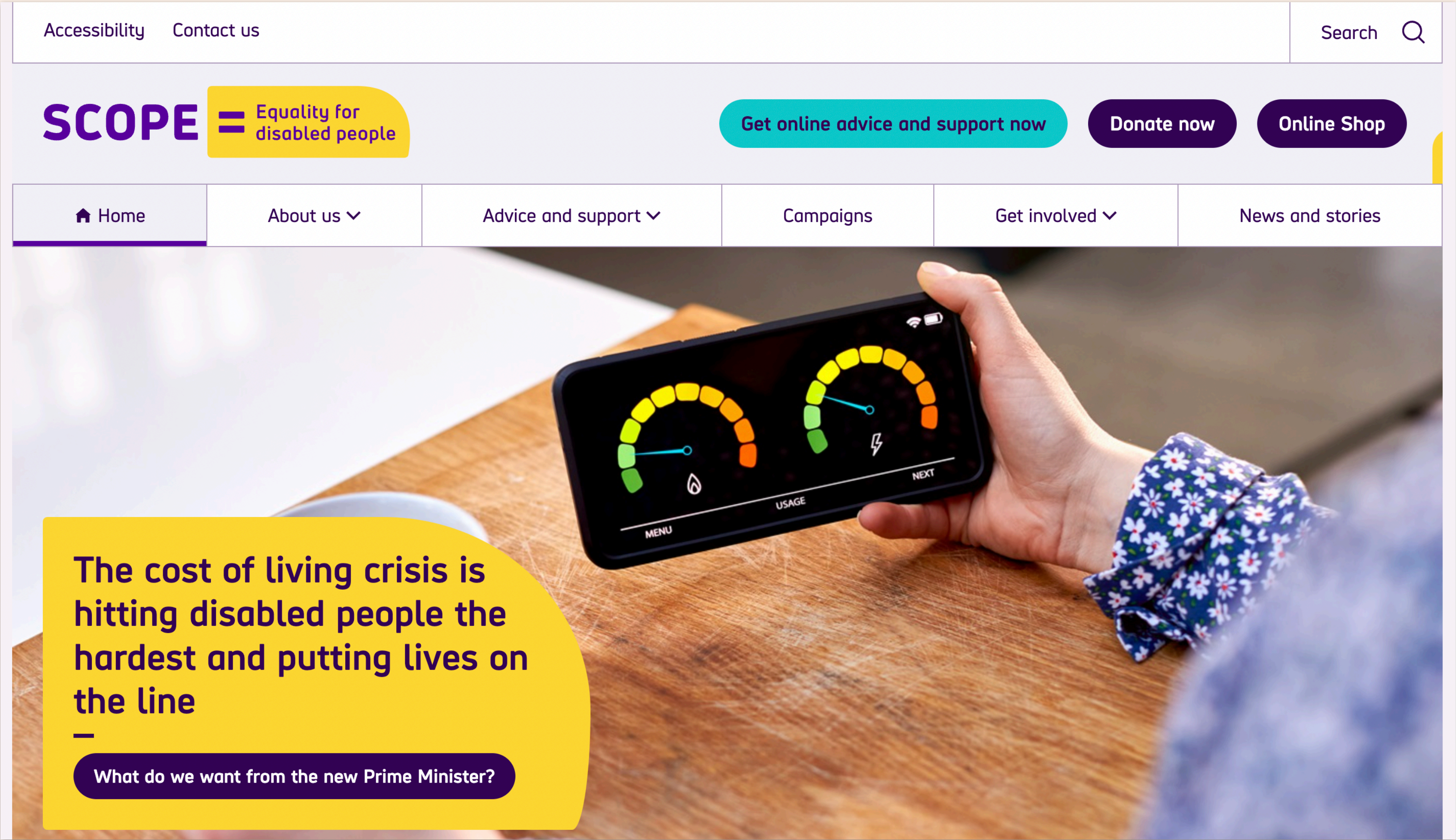
**The homepage isn't everything: it's  
probably not even your most  
popular page**

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**I have a toolkit that can  
help...**

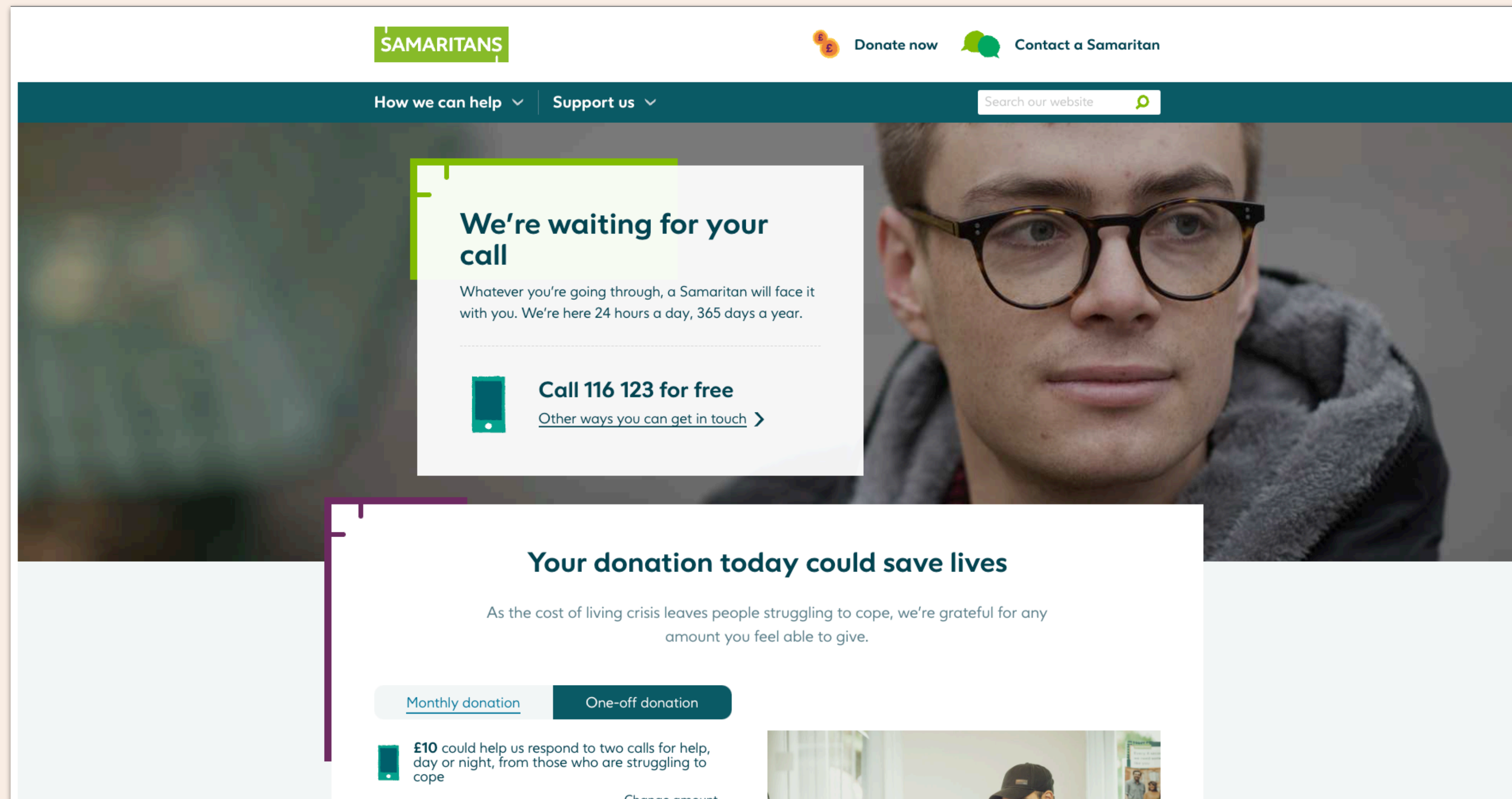


# Great example: Scope



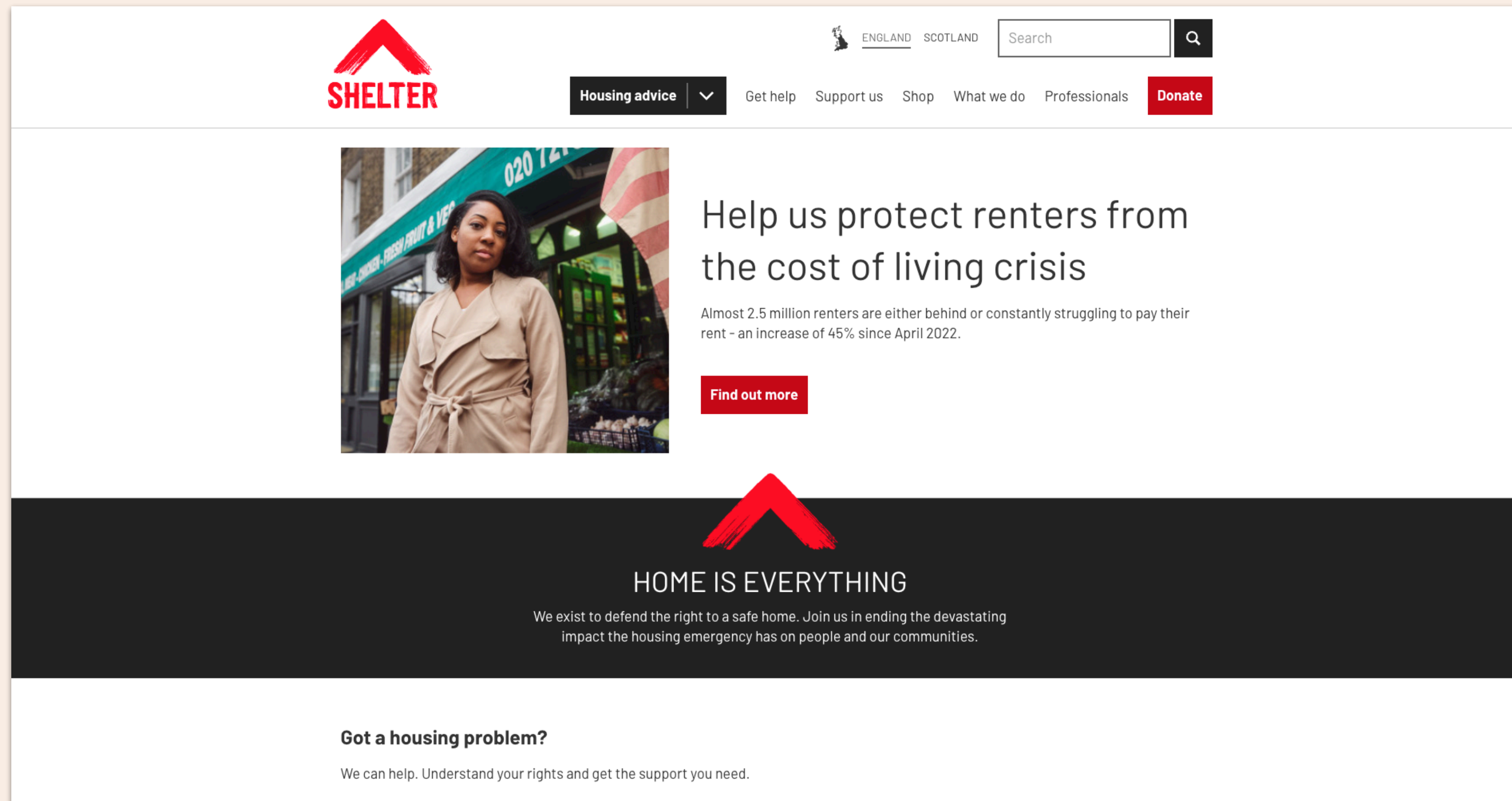


# Great example: Samaritans





# Great example: Shelter





# To wrap up...

- Homepage content is hard work
- Know your users and their needs
- Reflect your strategy
- Remember it's about navigation
- Involve your stakeholders early and often
- Make it accessible





# Thanks!

@la\_pope  
[lapope.com](http://lapope.com)

DANKE!  
THANK YOU!  
MERCI!  
GRAZIE!  
GRACIAS!  
DANK JE WEL!

