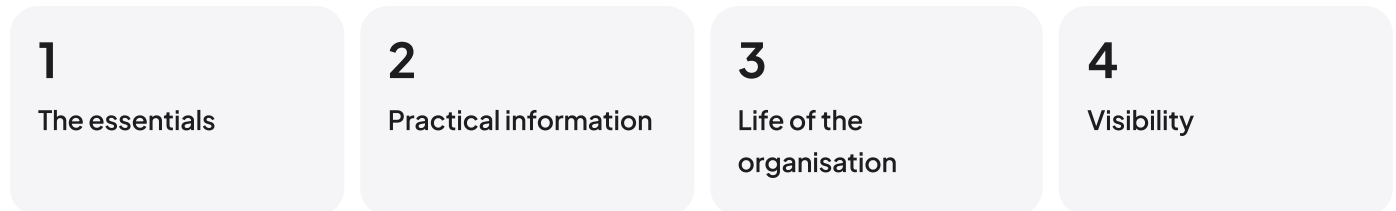


A page that builds trust

A complete organisation page

The checklist for a web page that presents your organisation well, reassures your visitors and helps Google find you.

The key steps



1 The essentials

- ☐ A cover image in banner format (1400 × 400 px)

- ☐ The organisation's theme

- ☐ A clear description: who, what, where, for whom

- ☐ A signed welcome message

- ☐ A contact email address

2 Practical information

- ☐ Opening hours

- ☐ Useful documents: constitution, programme, rules

- ☐ An FAQ with the 5 questions you are asked most often

- ☐ Links to your social media

3 Life of the organisation

- ☐ A news item posted every month
- ☐ Photos of your work in the gallery (6 maximum)
- ☐ A few testimonials from volunteers or beneficiaries
- ☐ Your fundraisers, events, memberships and online shop

4 Visibility

- ☐ A short page address, chosen before printing anything
- ☐ The page link on your Google Business Profile, your social media and your emails
- ☐ Your town and activities written into the description
- ☐ The page's QR code on your posters

Key takeaways

- ✓ A complete page is easier to find on Google.
- ✓ A page that feels alive (news, photos) inspires trust.
- ✓ Don't change your page's address once it has been printed.

Find the full course, with videos and step-by-step instructions, at donoor.org/en/formations/page-internet