



# GET FOUND. BUILD TRUST. DRIVE SUPPORT. WHY SEO & GOOGLE PROFILES MATTER FOR NONPROFITS

Our company

Business items

EXPERIENCE

POSITION TITLE

Short description of the position and the responsibilities you had in this position.

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SAMANTHA BLACK  
Sales director

ADDRESS  
125 Name Street,  
Town / City,  
State / Country,  
Postal / ZIP code

HOBBIES  
creating websites,  
programming,  
golfing

REFERENCES

ELIOT BROWN  
0028 01234 5678  
eliot@mypage.com

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0028 01234 5678  
eliot@mypage.com

ELIOT BROWN  
0028 01234 5678  
eliot@mypage.com

EDUCATION

WEB ADVERTISING SEMINAR  
2013  
University of London, UK

GRAPHIC DESIGN CREW  
2010  
London Art College, UK  
Leader of the group. Lorem ipsum

HIGH SCHOOL UNIVERSITY  
2008 - 2014  
Short description of the school and the responsibilities you had in this position.  
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SCHOOL TITLE LOREM  
2008 - 2008  
Short description of the position and the responsibilities you had in this position.

PROFESSIONAL STATEMENT

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PHOTOSHOP

INDESIGN

WORDPRESS

TIME KEEPING

ORGANISATION





**HELLO & WELCOME**

**CHAD EVER**

**PRESIDENT OF EVER STUDIOS**

# WHY DIGITAL MATTERS FOR YOUR MISSION

- Program Seekers (the people you help)
- Donors (individuals & businesses who fund you)
- Grantors (foundations reviewing your submissions)

→ All three are checking your website, search results, and Google profile before taking action.

# WHAT HAPPENS WHEN PEOPLE SEARCH FOR YOU

Breakdown of traffic types:

- Direct (they know you)
- Referral (shared by others)
- Organic Search (they Google “teen social media safety,” “donate to child protection nonprofit,” etc.)

# YOUR WEBSITE = A GUIDED JOURNEY FOR 3 CORE PERSONAS

structure matters

Visitors should not have to guess what to do next.

Your homepage should guide:

- Program Seekers → “Get Help” / “Our Services”
- Donors → “Donate,” “Impact Stories,” “Sponsorship Opportunities”
- Grantors → “About Us,” “Mission & Financials,” “Our Outcomes”

# SEO 101: HOW TO HELP GOOGLE HELP YOU

## simplified 3 pillars

- Relevance – Do you mention what people are actually searching for?
- Trust – Are others talking about/linking to you?
- Structure – Can Google (and people, and AI) navigate your site easily?

### Quick wins:

- Add location-based keywords: “Pontiac nonprofit,” “Michigan child abuse prevention”
- Turn FAQs into searchable blog posts
- Use <h1>, <h2> headings properly
- Create individual pages for each program

# QUICK WINS TO START 2026 RIGHT

## Action Steps:

- Claim or update your Google Business Profile
- Review homepage for persona pathways
- Add 1 FAQ or “how to” article tied to your mission
- Ask a partner or sponsor to link to your website

# WHAT'S NEXT FOR YOU

## 3 paths to action:

- DIY: Try what you learned today
- Guided: Book your free 1:1 consult
- Done-for-you: Let Ever Studios handle it



[www.theeverstudios.com](http://www.theeverstudios.com)

**EVER STUDIOS**

WEBSITES | ADVANCED SEO | CONSULTING | ADVERTISING