

Nonprofit Website Health Scorecard

CREATED BY: [LAUREN LESTER CONSULTING & DESIGN](#)

A practical assessment to help you decide whether your website needs routine maintenance, targeted improvements, or a full redesign or new build.

ORGANIZATION	WEBSITE URL
COMPLETED BY	DATE

HOW TO USE IT

Score the website you have now, not the version your team intends to create. Open the site on a phone and computer, and on a tablet if possible. Use actual pages, forms, and search results as evidence.

Before scoring, open:

- Your homepage and main program/service pages
- Your donation, registration, or primary action pages
- Your contact form and one recent resource or event
- Google results for your organization's name + city and one primary program or service

SCORING GUIDE

0 CRITICAL	Missing, broken, misleading, inaccessible, or preventing a key task.
1 WEAK	Creates frequent friction, confusion, staff workarounds, or avoidable risk.
2 FUNCTIONAL	Works, but is dated, inconsistent, inefficient, or harder than it should be.
3 STRONG	Current, clear, easy to use, and actively supporting the organization's goals.

Important: This scorecard supports planning. It is not a technical, security, legal, or full accessibility audit.



Score Your Website

Circle one score for each area and write down the evidence behind it.

1

Organizational alignment SCORE: 0 / 1 / 2 / 3

The site accurately reflects your current mission, programs, audiences, locations, leadership, and funding priorities.

Evidence or notes:

2

Navigation and findability SCORE: 0 / 1 / 2 / 3

A first-time visitor can quickly find services, eligibility information, contact details, events, resources, and ways to get involved.

Evidence or notes:

3

Audience pathways SCORE: 0 / 1 / 2 / 3

Donors, program participants, volunteers, partners, and other priority audiences each have a clear path to the information and action they need.

Evidence or notes:



4

Content health SCORE: 0 / 1 / 2 / 3

Pages, posts, staff information, PDFs, campaigns, and policies are current, accurate, organized, and free of obvious duplication or broken links.

Evidence or notes:

5

Staff usability and ownership SCORE: 0 / 1 / 2 / 3

Staff can make routine updates without fear or unnecessary developer dependence, and someone clearly owns review and publishing.

Evidence or notes:

6

Key actions and conversions SCORE: 0 / 1 / 2 / 3

Donating, registering, signing up, applying, or contacting your team works smoothly on mobile and requires no unnecessary steps.

Evidence or notes:



7

Tools and integrations SCORE: 0 / 1 / 2 / 3

Forms, donation tools, email platforms, CRMs, event systems, and volunteer tools connect appropriately—or have a clear, manageable workflow.

Evidence or notes:

8

Search visibility SCORE: 0 / 1 / 2 / 3

Your organization appears for its name and important program or service searches, with useful page titles and relevant search results.

Evidence or notes:

9

Accessibility basics SCORE: 0 / 1 / 2 / 3

The site has readable contrast, keyboard-friendly navigation, meaningful link text, labeled forms, image alt text, captions, and usable documents.

Evidence or notes:



10

Trust, credibility, and brand SCORE: 0 / 1 / 2 / 3

Visitors see current contact information, leadership, impact, secure pages, consistent branding, and enough proof to trust the organization.

Evidence or notes:

11

Mobile and technical health SCORE: 0 / 1 / 2 / 3

Pages load reliably, adapt to smaller screens, and avoid obvious display problems, broken forms, missing pages, or repeated error messages.

Evidence or notes:

TOTAL SCORE

____ / 33



CRITICAL RED FLAGS

Check any statement that is true. A serious red flag can outweigh the total score.

- ☐ The platform, theme, or essential software is unsupported, insecure, or repeatedly failing.
- ☐ Staff cannot make routine content updates without outside technical help.
- ☐ The website materially misrepresents the organization or prevents people from accessing services.
- ☐ Donation, application, registration, or contact forms fail often enough to lose opportunities.

If you checked any red flag, consider a professional assessment even if the overall score is high.

PART 2 OF 2

Turn the Score Into a Plan

The score is a planning guide. Use the pattern of problems, the critical red flags, and your organization's goals together.

26–33

Maintain and optimize

The website is generally supporting the organization. Prioritize routine maintenance, content governance, accessibility improvements, and small conversion or usability gains.

17–25

Make targeted improvements

The site is functional but creating meaningful friction. Define a focused improvement project or [maintenance plan](#) before assuming a full rebuild is necessary.

0–16

Begin [redesign](#) or [new build](#) planning

Problems are likely systemic rather than isolated. Start documenting requirements, stakeholders, content needs, integrations, budget, and decision-making authority.

A low score does not automatically require a redesign. A high score does not cancel out a serious security, access, or conversion problem.

CHOOSE A DIRECTION

- ☐ Maintain the current site
- ☐ Plan targeted improvements
- ☐ Begin new site planning



YOUR PRIORITIES

#	Priority issue	Why it matters / next step	Owner + date
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Need help deciding what comes next?

Bring this scorecard to a free 30-minute discovery call and we can discuss the most practical path forward for your organization's goals and capacity.

[BOOK A DISCOVERY CALL →](#)

