



Website Refresh Checklist for Nonprofits & Schools

EVERGREEN COMMUNICATIONS



Keep your site up-to-date, engaging, and easy to navigate

MONTHLY CHECKLIST

- ☐ Update events and announcements
- ☐ Review homepage content for relevance
- ☐ Check contact info and staff listings
- ☐ Add or update a blog post or news item
- ☐ Replace outdated images or graphics
- ☐ Test all links and forms
- ☐ Review site performance on mobile



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QUARTERLY CHECKLIST

- ☐ Refresh SEO keywords using free tools (Google Keyword Planner, Moz)
- ☐ Audit top-performing pages for accuracy and optimization
- ☐ Add recent testimonials, success stories, or program highlights
- ☐ Review analytics to track user behavior and make improvements (Ideally this would be monthly)
- ☐ Review and update accessibility features (alt text for images, readable fonts, contrast, etc.) to ensure your site is inclusive and user-friendly for all visitors



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TOOLS TO HELP

- ☐ Grammarly (for editing)
- ☐ Canva (for visual updates)
- ☐ Trello/Asana (to assign tasks)
- ☐ Yoast SEO or RankMath (for WordPress SEO)
- ☐ Google Analytics (for performance insights)

Want help with your next website refresh or content strategy?

We offer custom audits and content support designed for small but mighty teams. Visit evergreencomms.org or email hello@evergreencomms.org to get started.



Thank You!

I hope you found this checklist helpful for keeping your website fresh and engaging. I'd love to hear how it's working for you! Feel free to reach out and share what updates you're making—or let's chat about how Evergreen Communications can support your next refresh.

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