Checklist for Writing Content for the Web

Questions to Ask Before You Write

- Who is this page for? (Be specific!)
- Why are they on this page right now? What triggered the visit?
- What do you, as an organization, want them to do next?
- Why does this page need to exist at all? What can't an existing page do?

Bonus Questions

- Is this a landing page or an evergreen/info page?
- Where is your traffic to this page coming from?

As you write, consider...

The Four C's

Clarity

- Say the specific thing, not the vague thing (a number, a specific name, a unique story).
    - *Remember, vague content hurts your website twice.*
- One idea per sentence and one job per paragraph.
- Read it aloud. How does it sound?

Credibility

- Back claims with data or specificity ("served 4,200 families in 2025," not "deeply impactful").
- Name sources, partners, or credentials where relevant.
- Cut any line that sounds like every other nonprofit's page on a similar topic.

Conversion

- Clear next steps per page.
- The call to action matches why the visitor came (don't ask a first-time visitor to "become a monthly donor").
- Event tracking set up so you can really measure whether this action happens.

Citability

- Structured enough that an AI system could quote a sentence out of context and it would still make sense.
- Answers the question a searcher (or an AI) would truly ask, in plain language.
- Facts and figures stated plainly.

Structuring Your Content

- Lead with the answer or the ask; don't make people scroll to find the point.
- Use descriptive headers to allow for scannability.
- Break up long paragraphs; use lists where you're presenting more than two items.
- Try to keep one main topic per page. You can go deeply into the topic, but there should be one main overarching theme.
- Front-load the most important content on the page and within paragraphs/sections.

Tools for AI, SEO, and Tracking

- **Microsoft Clarity:** free heat maps and session recordings; Copilot is built in and can summarize behavior patterns for you.
- GA4 event tracking configured for the specific action this page is meant to drive.
- AI reporting inside GA4 or your CRM (e.g., HubSpot) reviewed periodically; treat it as a useful signal, not a full picture.
- **Manual spot-checks:** ask ChatGPT, Perplexity, and Google's AI Overviews your key topic questions and see whether your organization is cited.
- Revisit this checklist quarterly. What counts as "citable" is still shifting.

Remember: flat or lower traffic paired with higher-intent conversions is a win. A share of informational search is being answered by AI before users ever reaches your site.