

Plug & Play

Digital Strategies for Success.

How Not-For-Profit & Public Sector organisations can improve their visibility & conversion rate

Digital strategies

Search engine optimisation

Conversion rate optimisation

Channel marketing

Paid social

Affiliate marketing

Influencer marketing

Earned media

Transactional marketing

Email marketing

Mass marketing

Outbound marketing

Drip marketing

Social media marketing

Affinity marketing

Personalisation

Mobile optimisation

Employee marketing

Referral marketing

Retargeting

Segmentation

Behavioural marketing

Content marketing

Pay per click advertising

How to be found

How Google works



- The algorithm
- Making it to the top
- Being realistic

Which battles to fight



Search engine optimisation



Search engine optimisation

Search engine optimisation **meaning**

Search engine optimisation **google**

Search engine optimisation **techniques**

Search engine optimisation **definition**

Search engine optimisation **keywords**

- Where you're fighting
- Why you're fighting
- Who you're fighting

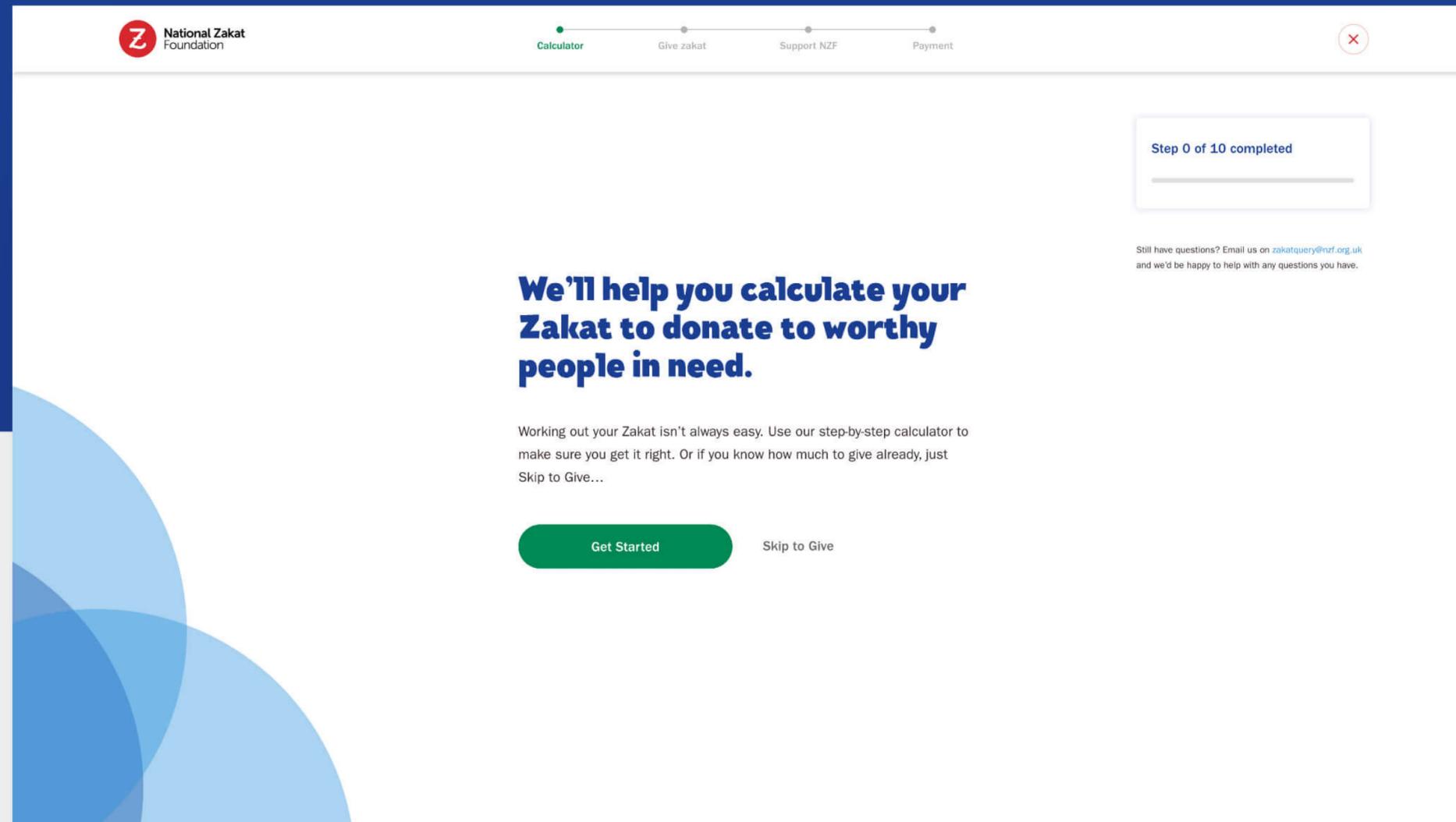
“Strategy is the process of choosing what not to do”

Meet NZF

- Muslim charity

- Goal: Engage donors and collect donations

- Domain authority - 39



Keyword list

Keyword	Search Volume	Start Position	Current Position
zakat calculator	9900	5	2  3
when to pay zakat	170	3	2  1
categories of zakat	40	7	4  3
muslim homeless shelter london	40	10	7  3
what is nisab	260	3	2  1
zakat calculator in pounds	10	9	6  3
zakat on pension	140	2	1  1
zakat on real estate	10	2	1  1
how to give zakat	70	16	6  10

Ranking Analysis - Before

Keyword: zakat calculator Search volume: 9900 NZF page authority: 27 NZF domain authority: 39 Current rank: 5

Google Rank	Website	Page Authority	Domain Authority
#1	Islamic Relief	32	58
#2	Islamic Relief	35	54
#3	Human Appeal	27	46
#4	Muslim Hands	28	49
#5	NZF	27	39
#6	NZF	25	39
#7	Muslim Aid	36	56
#8	Islamic Help	27	42
#9	Zakat Calculator	19	14
#10	Al Rayan Bank	24	51

Ranking Analysis - After

Keyword: zakat calculator Search volume: 9900 NZF page authority: 27 NZF domain authority: 39 Current rank: 2

Google Rank	Website	Page Authority	Domain Authority
#1	Islamic Relief	37	55
#2	NZF	29	43
#3	Muslim Hands	31	51
#4	Human Appeal	31	49
#5	Muslim Aid	40	55
#6	Zakat Calculator	29	53
#7	Zakat Calculator	21	11
#8	UK Islamic Mission	29	39
#9	SKT Welfare	32	28
#10	Islamic Help	31	41

Results

Comparing the Ramadan period
year on year

+38%

Increase in organic traffic

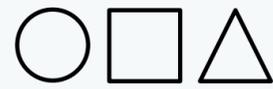
+27%

Reduction in bounce rate

+81%

Increase in donation revenue

Tips for successful investment



Research all variations of
keywords



Consider intent



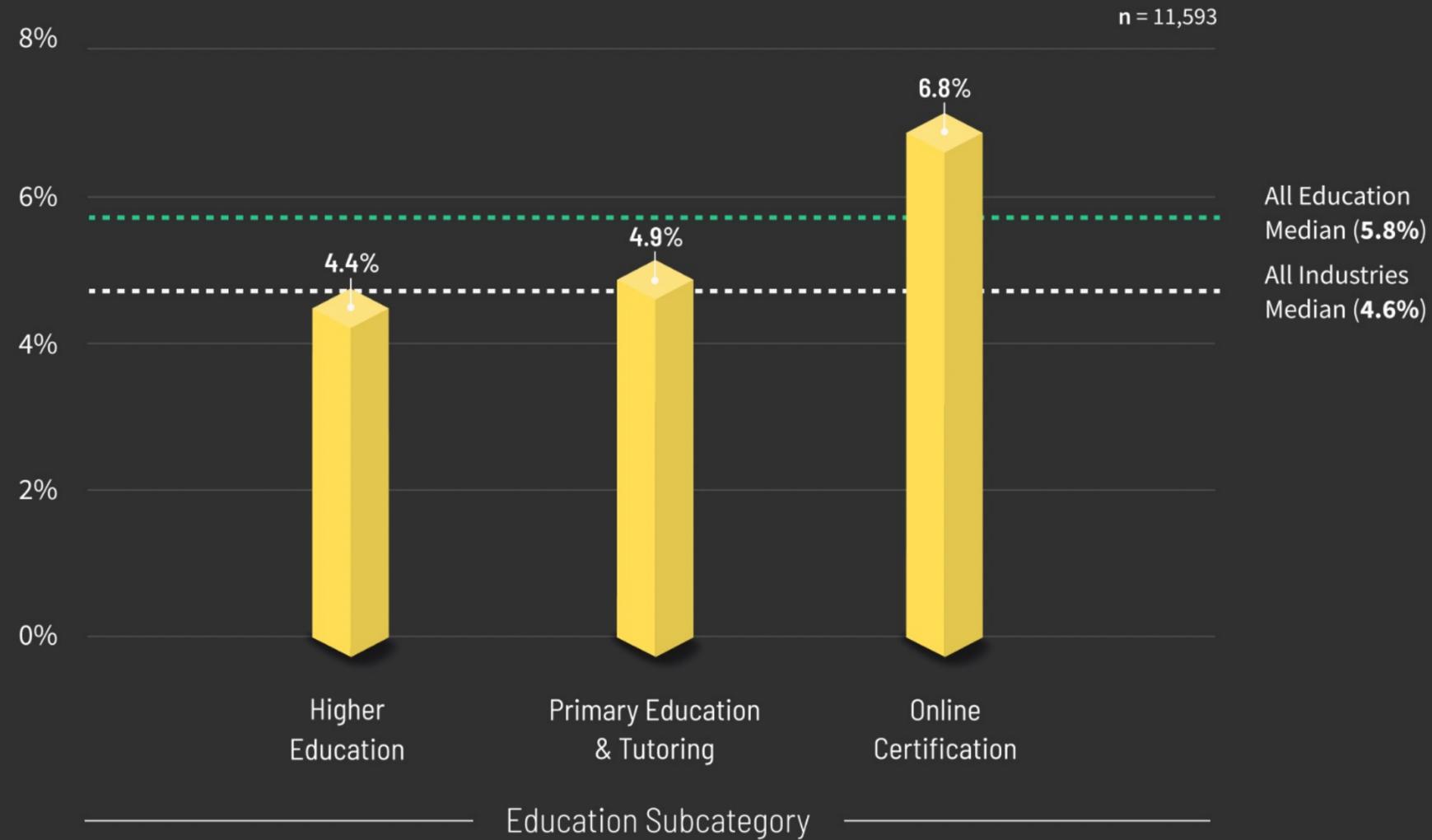
Think outside the box



Invest in the tools you
need

How to increase conversion rate

Conversion rate in Education



Source: [unbounce](#)

There is a huge amount of variation in conversion rate benchmark data for NFP organisations. Conversion rate is influenced by a number of factors and a high conversion rate doesn't always mean the organisation is performing well.

38% of users will leave a website if they do not like the design

Source: Adobe

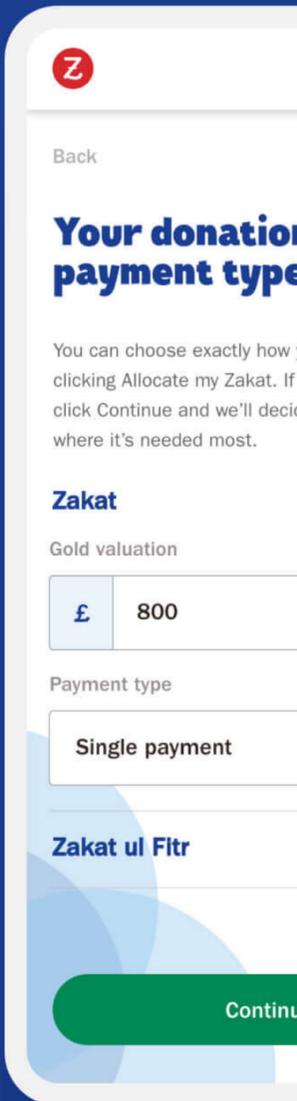
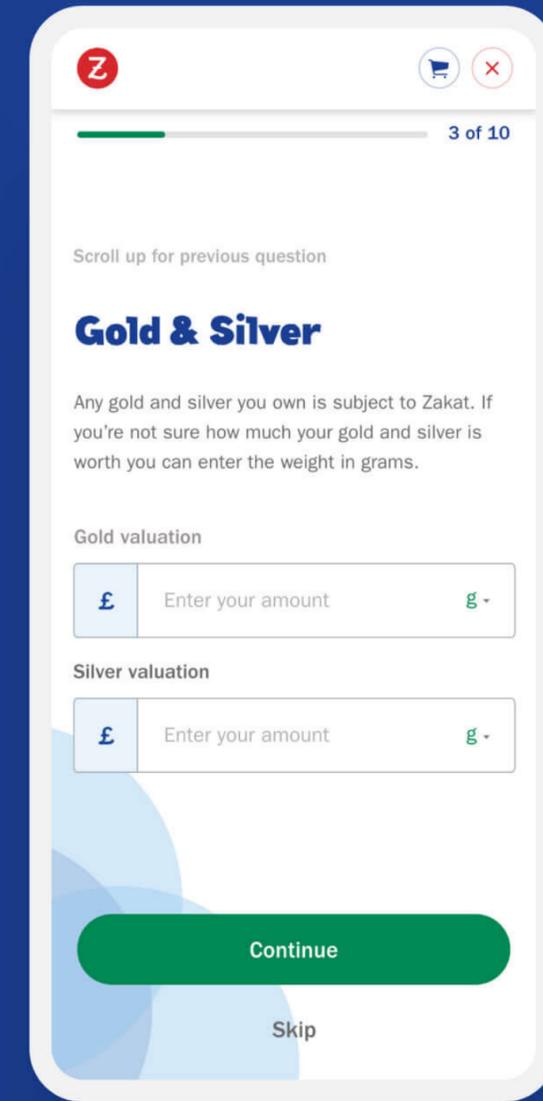
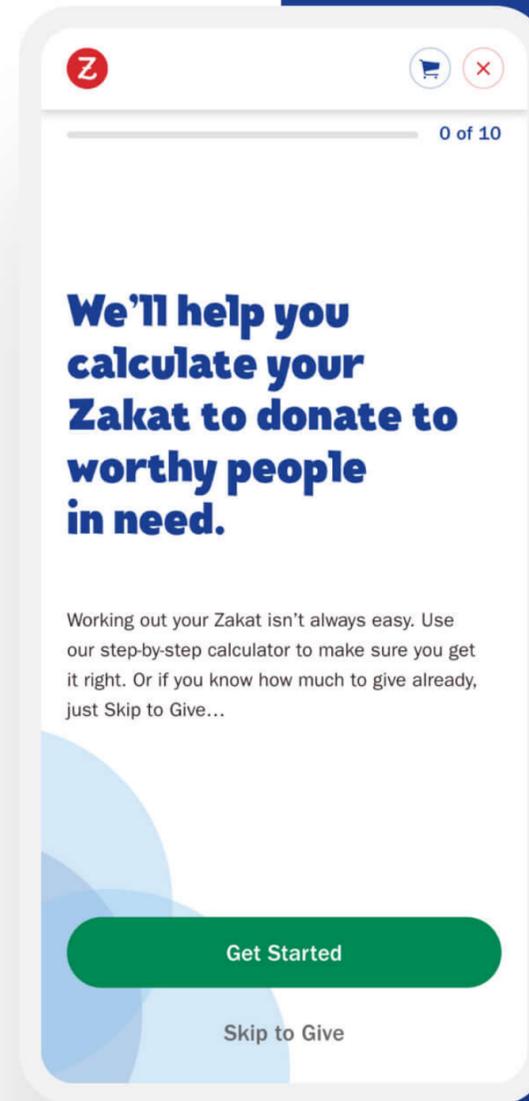


Customer acquisition cost model

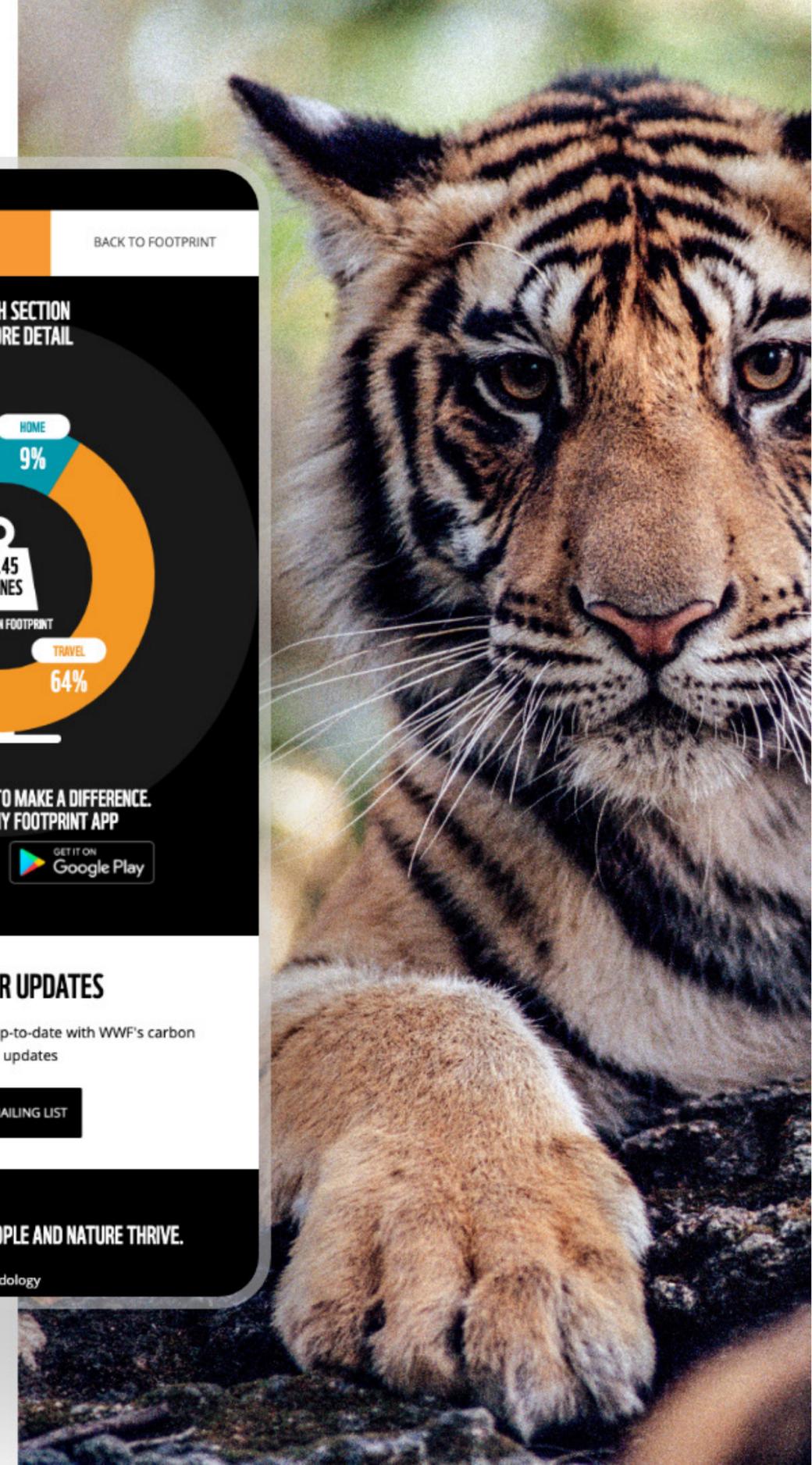
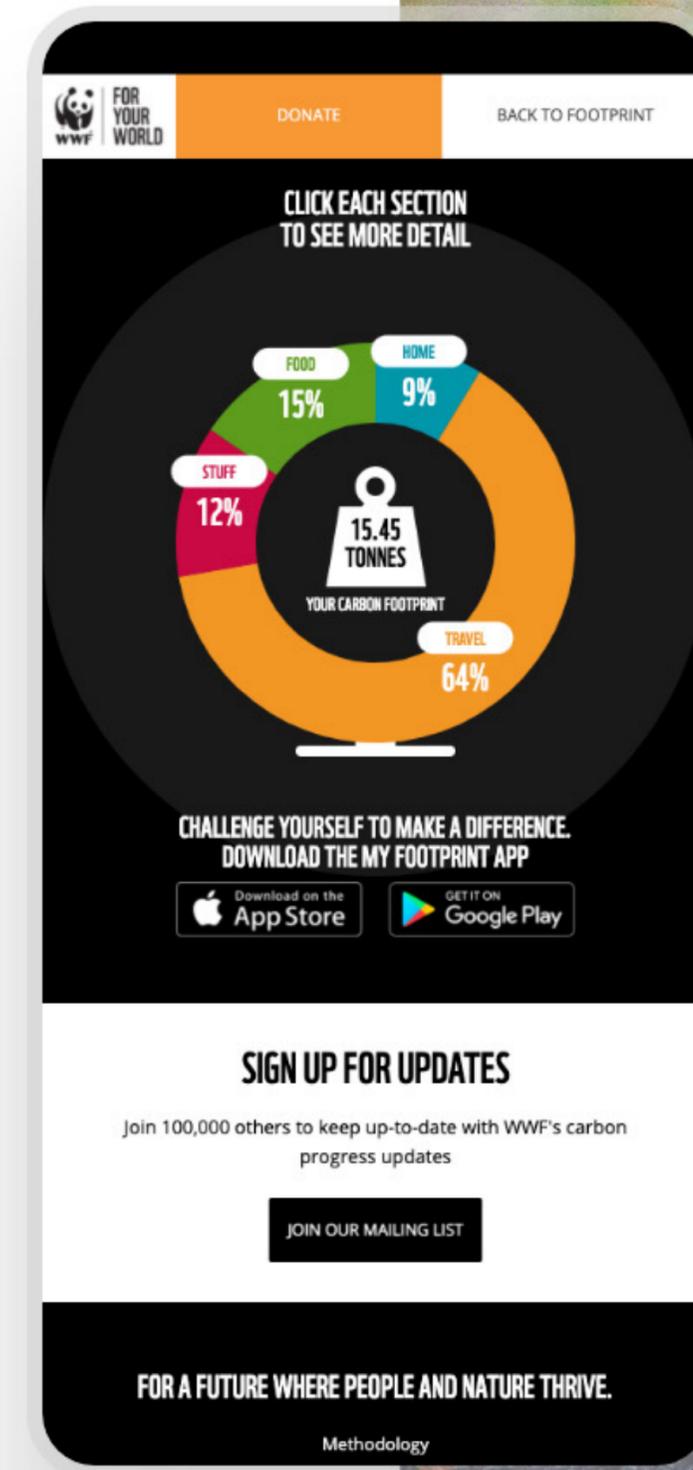
Model	$\text{Market Size} \times \text{Market Penetration}$	=	Traffic
	$\text{Traffic} \times \text{Conversion Rate}$	=	Donor Acquisition / Enquiries
	$\text{Donor Acquisition / Enquiries} \times \text{Offline Conversion Rate}$	=	Total Income / Donation Revenue
Example	$16,000 \times 5\%$	=	800
	$800 \times 3\%$	=	24
	$24 \times 25\%$	=	6

How did we improve NZF's conversion rate?

- Fast load speed
- Responsive multi-device experience
- Designed for their audience
- Increasing value of donations with UX
- Clear user journey and call to actions
- Content is structured and written for target archetypes



Organisations we've helped



Summary



Pick your battles



Think outside the box



Prioritise the keywords with a statistical chance of success



Ensure your website is fast



Provide a consistent user experience across devices



Design matters

Plug & Play

Come and visit our stand!

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