

NGO Website Checklist

for Erasmus+ and Youth Projects

Is your organisation's website ready to build trust?

Your youth organisation may be doing meaningful work: youth exchanges, training courses, volunteering activities, campaigns, research, local workshops or Erasmus+ initiatives.

But when someone visits your website for the first time, can they understand your work in less than 30 seconds?

Trust

Participants

Partners

Impact

Applications

How to use it

Go through each section and mark what your website already has.

- 1 Ask whether each item is easy to find.
- 2 Check if the text is clear for someone outside your country.
- 3 Notice if each page helps visitors take action.
- 4 Use the final score to decide what to improve first.

Score guide
0-8: foundation needed
9-16: structure needed
17-24: strategic improvement
25+: optimise and grow

A good NGO website is not only about design. It is a tool for visibility, participation, credibility and long-term growth.

Clarity & Credibility

Your website should answer the basic questions immediately:
who you are, what you do, who you help and why people should trust you.

Mission & identity

- **Your homepage explains what you do.**
A visitor should understand your mission without searching through multiple pages.
- **Your target audience is obvious.**
Make clear whether you work with young people, youth workers, schools, communities or partners.
- **Your key activities are visible.**
Show youth exchanges, trainings, volunteering, campaigns, workshops, inclusion, sustainability or digital skills.
- **Your story feels human.**
Explain why your organisation exists and what change you want to create.

Trust signals

- **Your team is presented clearly.**
Add names, roles, photos and short bios to make your organisation approachable.
- **Your contact details are easy to find.**
Include email, location, social links and a simple contact form.
- **Your organisation identity is visible.**
Include country, city, organisation type and official details where relevant.
- **Your partners & networks are shown.**
Logos and short descriptions help visitors understand your reliability and experience.

Content clarity

- **Your pages use simple headings.**
Visitors scan before they read. Help them find what they need faster.
- **Your English content is clear.**
For international youth work, English pages are often essential. Keep them professional and simple.

Mini test: Ask someone new: “What does this organisation do?” If they cannot answer quickly, your homepage needs clearer structure.

Erasmus+ & Youth Project Readiness

Youth organisations need websites that support projects, participants, dissemination and partnerships. Your work should be easy to understand and easy to share.

Project presentation

- **You have a dedicated Projects page.**
Do not let your projects disappear in old social media posts.
- **Each project has a clear page.**
Include title, duration, partners, objectives, target group, activities, results and contact person.
- **Your project results are accessible.**
Make toolkits, guides, videos, reports, podcasts or learning materials visible and downloadable.
- **Your impact is shown with numbers and stories.**
Use participants, countries, workshops, testimonials, photos and local actions.

Dissemination

- **Your website supports visibility.**
News posts, updates and result pages help the project live beyond social media.
- **Your content is easy to share.**
Use clear titles, social previews, downloadable resources and simple URLs.

Opportunities & applications

- **Young people can find current opportunities.**
Create a clear page for calls, volunteering, exchanges, trainings and events.
- **Each opportunity has strong structure.**
Include eligibility, dates, location, costs, deadline, criteria, application form and contact.
- **Your forms are mobile-friendly.**
Many young people apply from their phones. Long or broken forms reduce applications.

Partnership readiness

- **Partners understand your expertise.**
Explain your strengths in youth work, training, communication, inclusion, entrepreneurship or research.
- **You have a “Work with us” page.**
Make it easy for NGOs, municipalities, schools, universities and coordinators to approach you.
- **Your previous international experience is visible.**
Many young people apply from their phones. Long or broken forms reduce applications.

Mini test: Imagine a partner is preparing a new application. Can they find enough information about your mission, expertise, previous projects and contact details in 5 minutes?

Conversion, Accessibility & Next Steps

A strong NGO website should not only inform. It should help people apply, contact, subscribe, volunteer, download, collaborate or attend.

Calls to action

- **Every key page has a clear next step.**
Examples:
Apply now, Contact us, Become a volunteer, Download the guide, Join our newsletter.
- **Your buttons use action-oriented language.**
Avoid vague buttons like “Click here”.
Tell visitors what will happen.
- **Your forms work properly.**
Test contact forms & application forms regularly.

Accessibility & inclusion

- **Text has enough contrast.**
Avoid light grey text, tiny fonts and busy image backgrounds.
- **Images have alternative text where needed.**
This supports screen readers and improves accessibility.
- **Links and buttons are descriptive.**
Users should understand where a link leads without guessing.
- **Videos include captions when possible.**
Captions support people with hearing difficulties and users watching without sound.

Mobile & user experience

- **Your website works smoothly on mobile.**
Check menus, forms, buttons, images and text readability.
- **Your navigation is simple.**
Prioritise About, Projects, Opportunities, Resources, News and Contact.
- **Your pages load quickly.**
Heavy images and unnecessary effects can make visitors leave before reading.

Analytics & improvement

- **You track important actions.**
Measure form submissions, downloads, application clicks, newsletter signups and contact requests.
- **You review your website before launches.**
Check your site before opportunities, campaigns and new project calls.

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Created by people who understand youth work.

InfinityGreece is a youth-led organisation based in Thessaloniki, working in digital media education, youth work, international cooperation and non-formal learning.

Want a second opinion?

We can review your youth organisation's website and show what could be improved in clarity, credibility, accessibility and conversion.

[Request your free website audit](#)

Disclaimer: This checklist is for practical website improvement and communication purposes. It is not legal advice. For legal, GDPR or accessibility compliance requirements, consult the appropriate professional or authority.