

Perfecting your Plan

for your non-profit website



**DIGITAL
SERVICES
LAB**



Hello from

Wurundjeri Country



**DIGITAL
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ABOUT DIGITAL SERVICES LAB



Our speciality is non-profits and for-purpose business.

We are not only creative, but we are also a strategically minded digital services agency specialising in the charity and non-profit sector. We provide non-profits and ethical businesses a partnership to extract, reach and exceed their online goals.

- Among the services we offer are:
- Digital Strategy Workshops
- Web Design and Development
- Search Engine Optimisation
- Website Care Plans & Website Hosting
- Graphic Design

We **LOVE** working with people who **LOVE** doing good!



ABOUT THE DIRECTORS



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BEL TEMBY

Bel lives on the beautiful country of the Bidawal people in Mallacoota. Her background in information technology, social services and law led her to create Digital Services Lab. Her substantial experience working on Boards and leading non-profit organisations showed the need for a business like this.

Bel's studies include, Social Science, Business Management, Marketing and User Experience Design.

In 2010, Bel designed a bespoke career planning software solution for Victorian Secondary Schools used by over 100,000 students.

Today Bel is recognized as a web of information (pun intended!) for the non-profit sector, demonstrated by invitations from online platforms like Connecting up to present to a community with over 35,000 members.

Some of the topics Bel has presented are "The Website Health Check", "Copywriting for your Website", and "How to be Found Online".

Bel also delivers her bespoke Digital Strategy Workshop "Strategiser." She loves working with the sector and enjoys meeting new non-profits across Australia.

Before founding Digital Services Lab, Mike spent 12 years in the corporate sector working as an IT Business Analyst and Functional Analyst for Asahi.

Working with large scale Tier 1 Enterprise Resource Planning (ERP) systems and many other bespoke software solutions, Mike developed specialist skills. These include requirements gathering, solution design and delivery, project management, testing and incident management, among others.

Mike is continually up-skilling and staying up to date with the latest trends. He has also studied business analysis, front end web development, and WordPress development

With a desire to escape the corporate world and be involved in something personally rewarding, Mike and partner Bel combined their skills and experience to start Digital Services Lab.

Today you will find Mike designing and developing plugins for WordPress and delivering bespoke solutions for our non-profit clients. His work in this space is of the highest standard. We are fortunate to have his wealth of experience on our projects.



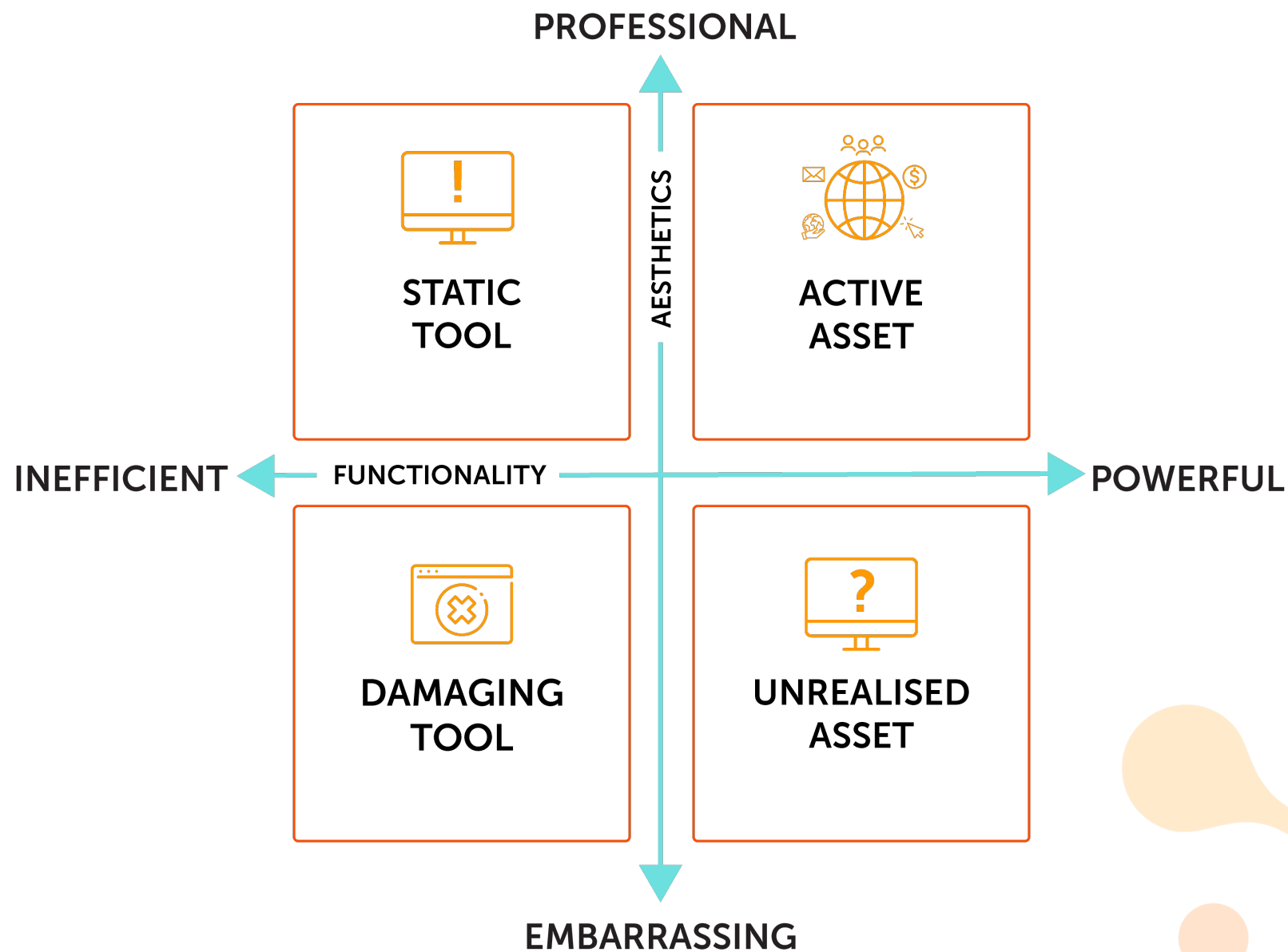
MIKE TEMBY

WEBSITE QUALITY MATRIX



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WEBSITE QUALITY MATRIX

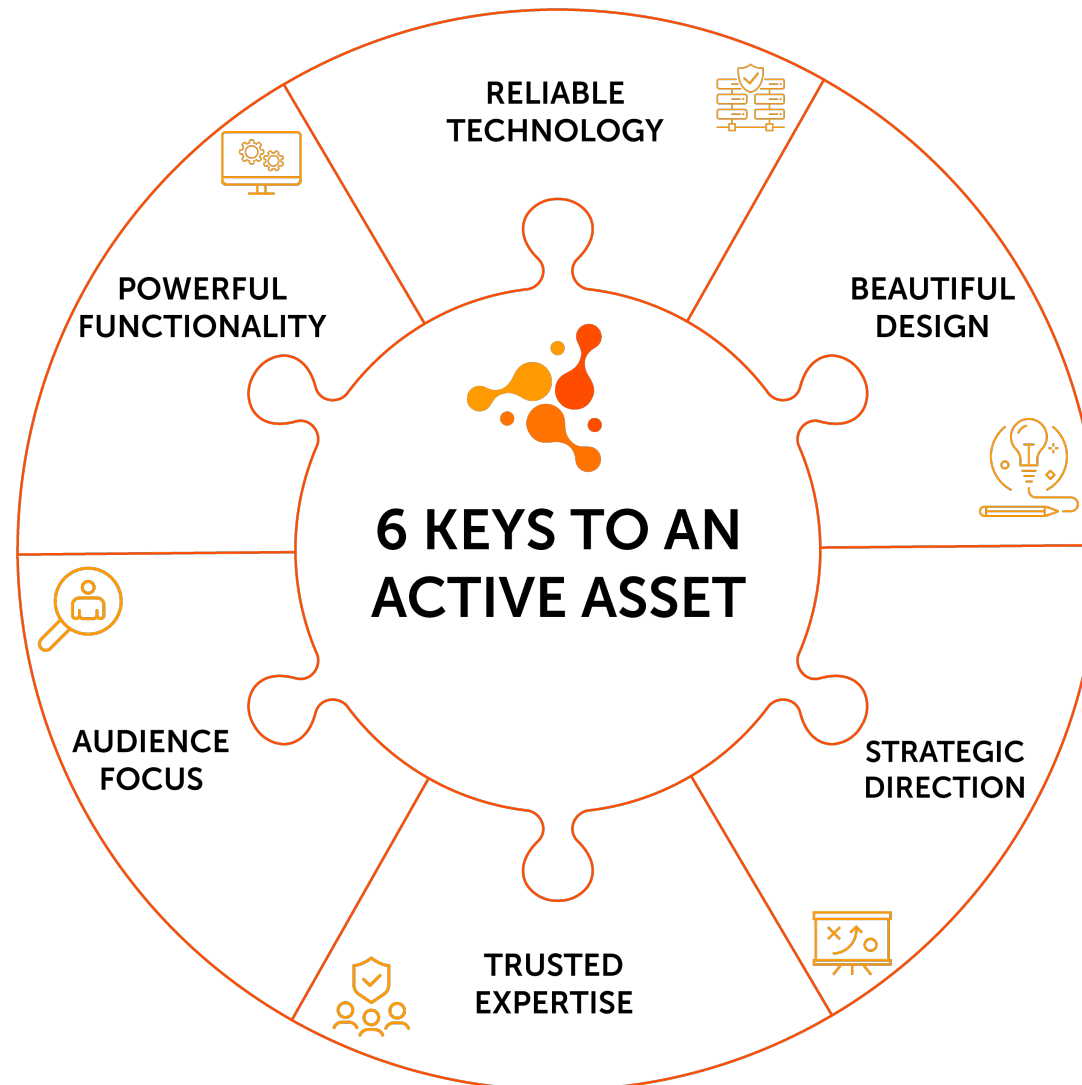


6 KEYS TO AN ACTIVE ASSET



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6 KEYS TO AN ACTIVE ASSET



THE WEBSITE PROCESS



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THE WEBSITE PROCESS

1

PLAN



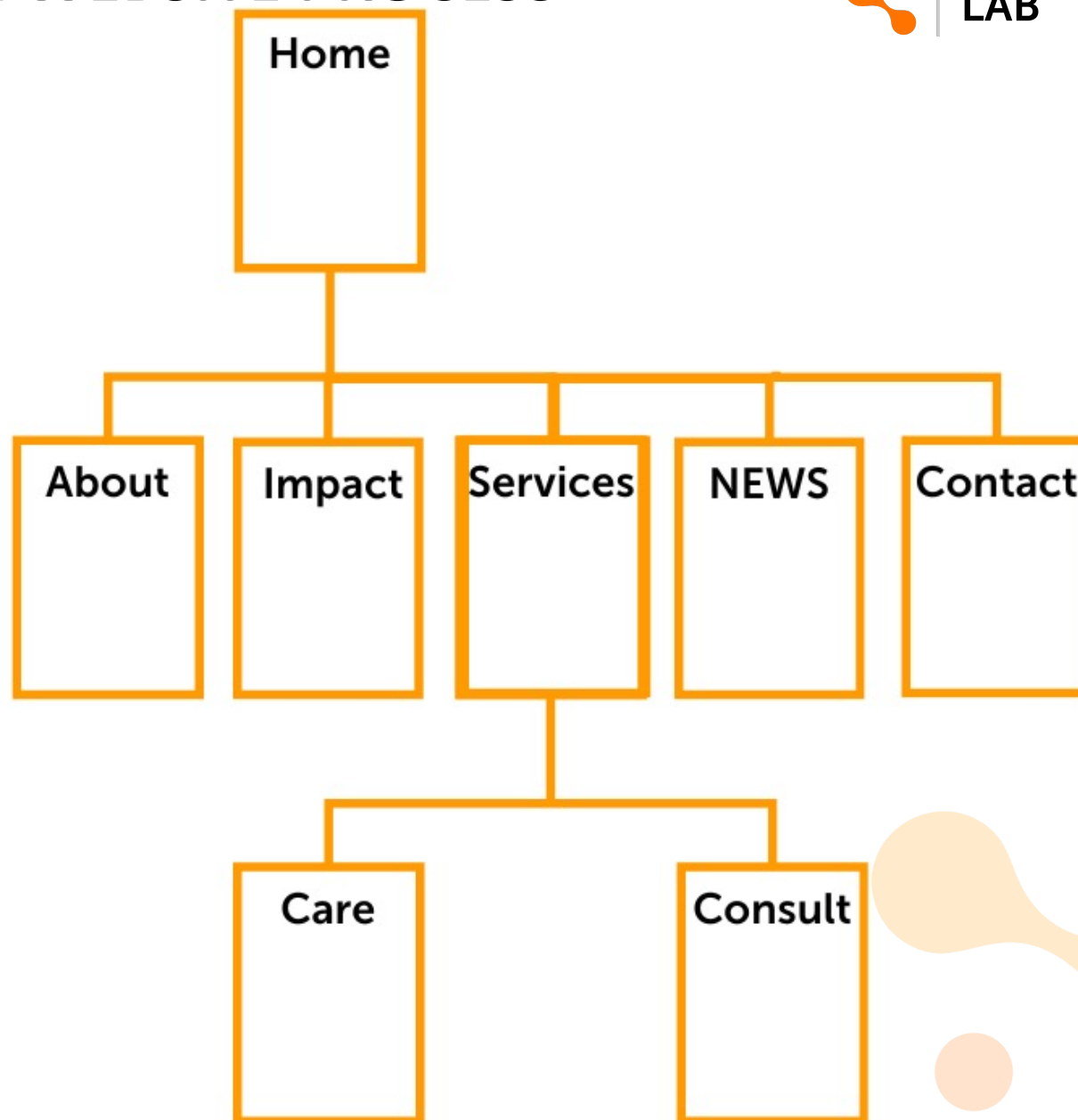
-  Your business goals
-  Customer expectations
-  Competitor research
-  Website strategy
-  Analyse your systems and processes
-  Framework

THE WEBSITE PROCESS



-  Website pages
-  Hierarchy
-  Page structure
-  Content
-  Header & Footer

THE WEBSITE PROCESS



THE WEBSITE PROCESS

**1
PLAN**

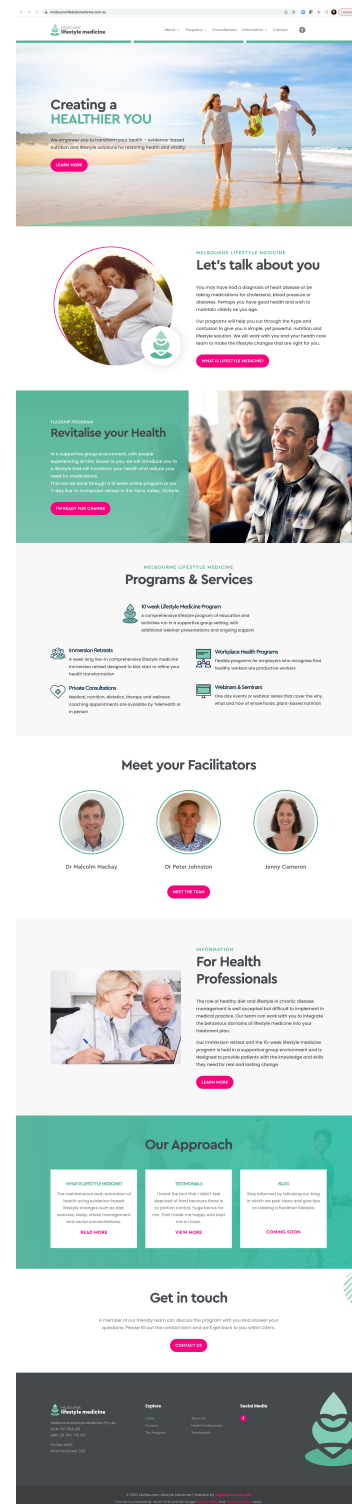


**2
MAP**

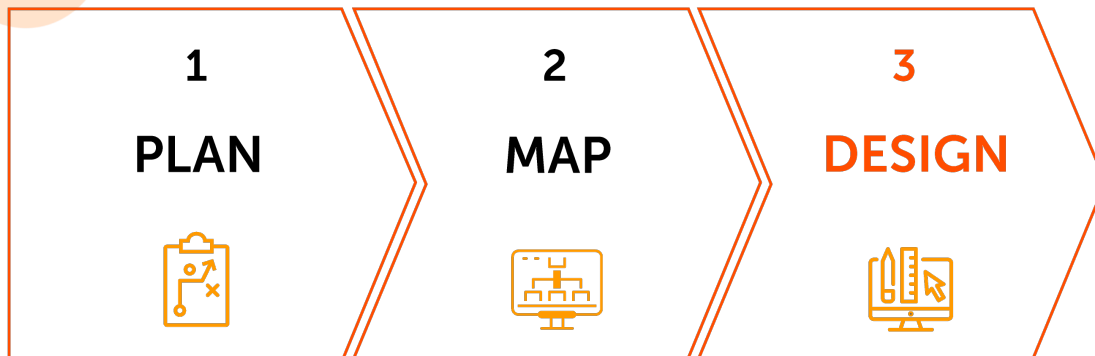


Page structure

- 1 Hero
- 2 What we do
- 3 Who it's for
- 4 How we assist you
- 5 When we are available
- 6 How to reach us
- 7 What the team's been working on
- 8 Stories



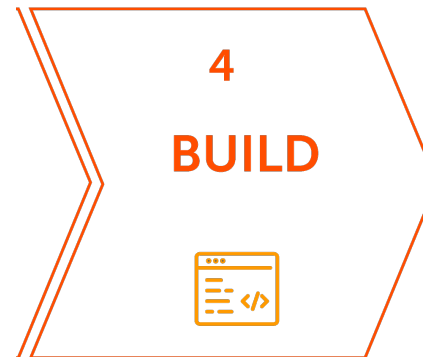
THE WEBSITE PROCESS



- Complete a design brief
- Select colours
- Source images
- Low-fidelity vs. high-fidelity
- Selecting a template (if DIY)
- Signing off before the build

THE WEBSITE PROCESS

-  Content Delivery Network
-  Anti Spam
-  Email hosting
-  Payment gateways
-  Domain name access
-  SMTP
-  Forms confirmations and notifications



THE WEBSITE PROCESS



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Check against signed off designs



Test links



Test forms



Test plugins/addons



Ensure everyone knows the date

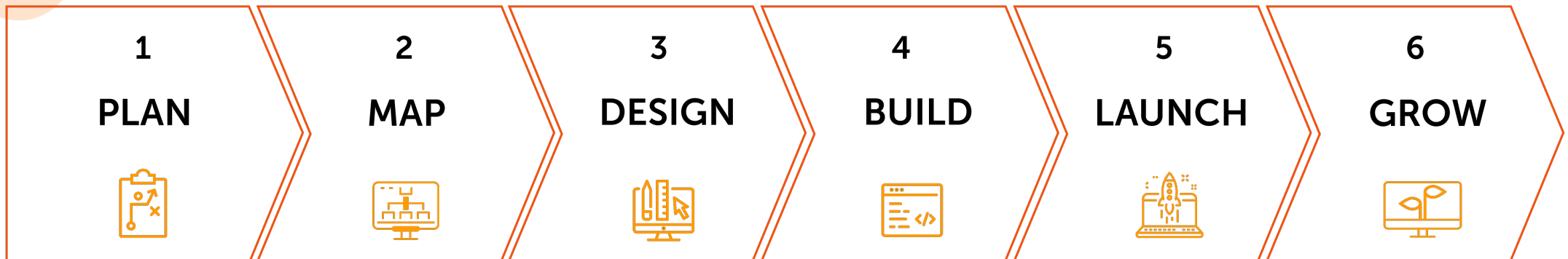


THE WEBSITE PROCESS

-  Training for the website
-  Maintenance Plan
-  Hosting
-  Security Measures
-  A system of improvement & review



THE WEBSITE PROCESS



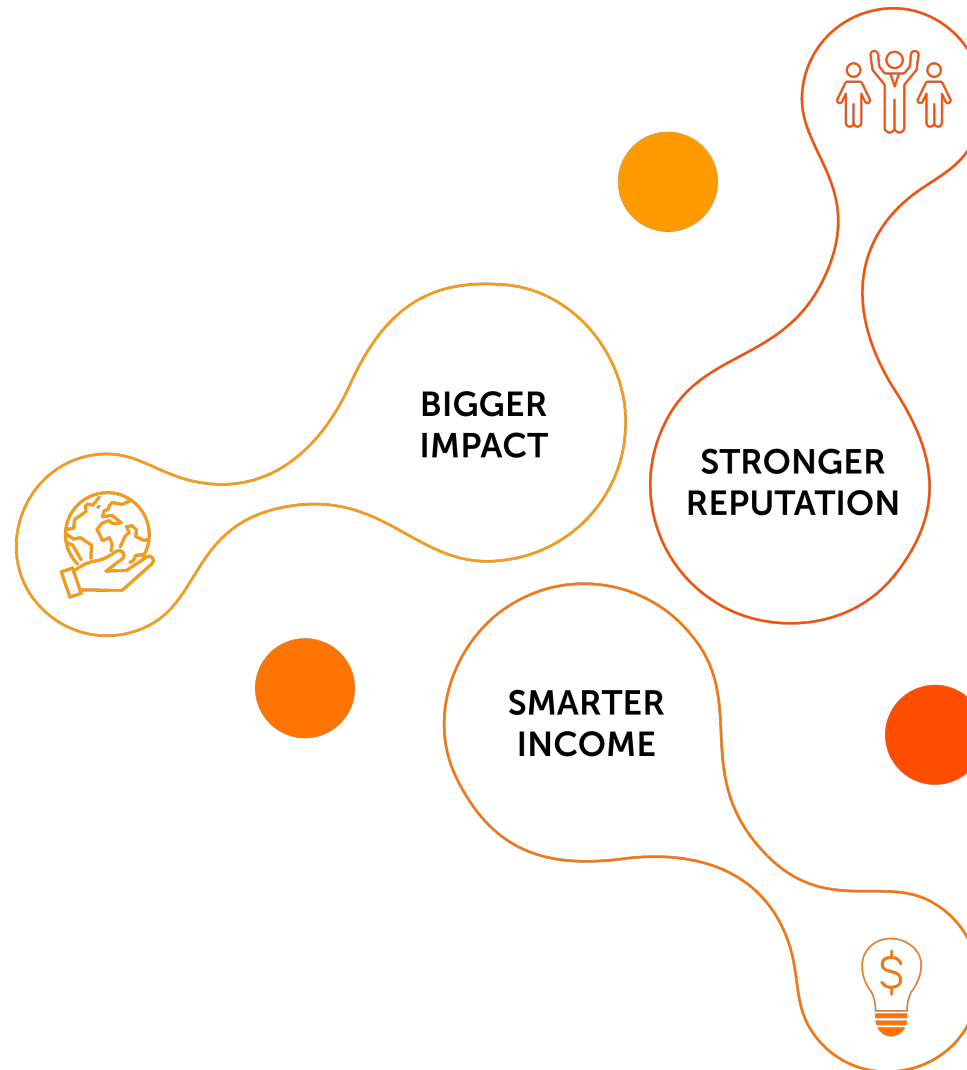


THE BENEFITS



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GET IN TOUCH

Bel: +61 405 475 504
bel@digitalserviceslab.com.au



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