

Ad Grants: website checklist

Go through this list with your site open in another tab.

Domain and security

- ☐ Your organization owns its domain and controls the account used to manage it.
- ☐ Every page loads over HTTPS with no browser warning.
- ☐ Typing the http address sends visitors to the https one.

About your organization

- ☐ Your mission is stated on the home page in one or two plain sentences.
- ☐ Your site has a page for each main program or service.
- ☐ Your CRA charity number or corporation number is on the site.
- ☐ Your latest annual report or a summary of your finances is on the site.
- ☐ Your address, phone and email are easy to find.

Content

- ☐ No page says "coming soon" or "under construction".
- ☐ Key information is on web pages, not only in PDFs.
- ☐ The text is original to your organization. It is not copied from another organization.
- ☐ The site has been updated in the last few months.

Working parts

- ☐ No broken links. Run a free link checker to be sure.
- ☐ The donate button works, and the donation page is secure.
- ☐ Every page reads well on a phone.
- ☐ Pages load in a few seconds on a normal phone connection.

Ads and sales

- ☐ No AdSense and no banner ads from ad networks.
- ☐ Anything your organization sells clearly supports its mission.