

Start Here: 5 Quick Wins

- Google yourself: Search your business name. What comes up? Is it accurate and up to date?
- Check your contact info: Is your phone number, address, and email easy to find on every page?
- Test your site on your phone: Does it look good and work properly on a mobile screen?
- Check your SSL: Does your URL start with https:// ? If not, contact your hosting provider.
- Claim your Google Business Profile: Go to business.google.com and claim or update your listing

Website Action Steps for Housing Agencies

No matter your agency size, your website should make it easy for people to get help. Use this list as a starting point. Not everything will apply, but most of it will.

Small Organizations (1–5 staff)

You're wearing a lot of hats. These are the highest-impact things you can do without a big investment of time or money.

Start Here

- Claim and update your Google Business Profile. It's free and affects local search visibility immediately
- Make sure your address, phone number, and hours are correct and visible on your homepage
- Check that your site is mobile-friendly (open it on your phone right now)
- Confirm your site uses HTTPS. If browsers show "Not Secure," fix this first

Quick Wins

- Add a clear headline to your homepage that explains what you do in plain language
- Add one clear call to action: "Apply for Assistance," "Contact Us," or "Learn About Our Programs"
- Remove or archive outdated content (expired deadlines, old staff names, closed programs)
- Replace PDF-only information with actual web pages where possible
- Compress your images. Large files slow sites down significantly (use <https://tinypng.com/>, it's free)

Assign Ownership

- Decide who is responsible for keeping the site updated, even informally
- Set a quarterly reminder to review contact info, program details, and staff pages
- If your platform requires a developer for every small change, that's worth addressing

Medium Organizations (6–20 staff)

You likely have more programs and services to communicate, which means navigation and findability matter a lot.

Audit Your Site

- Walk through your site as a first-time visitor. Can you find your most important info in two clicks?
- Check every page for outdated content, broken links, and missing contact information
- Review your navigation labels. They should reflect what visitors look for, not your org chart
- Run a free accessibility check at wave.webaim.org
- Test your site speed at PageSpeed Insights (pagespeed.web.dev)

Improve the Experience

- Add contact information to the footer of every page, not just the Contact page
- Create a simple “How to Apply” or “Get Help” page that walks visitors through the process step by step
- Add alt text to all images for accessibility and SEO
- Make sure forms work on mobile and don’t time out or lose data
- If you serve non-English speakers, consider a basic translation plugin or bilingual pages

Start Measuring

- Set up Google Analytics if you don’t have it, it’s free and shows you what’s actually working
- Look at which pages get the most traffic and make sure they’re in good shape
- Pay attention to qualitative signals: Are people calling to ask things already on your site? That’s a findability problem.
- Review analytics quarterly with whoever owns your website

Large Organizations (20+ staff)

You have more resources but also more complexity. Governance, multiple programs, and higher public visibility all raise the stakes.

Governance & Ownership

- Designate a clear website owner or point person, someone accountable for overall health and updates
- Create a content update process so staff know how to request or submit changes
- Establish a regular review schedule: quarterly content audits, annual strategic review
- Document your platform, hosting, domain registrar, and login credentials in a secure shared location

Accessibility & Compliance

- Conduct a formal accessibility audit against WCAG 2.1 AA standards. Government-adjacent entities face real legal exposure here
- Ensure all PDFs are accessible (tagged, searchable, with alt text)
- Add a public accessibility statement to your site
- Review your privacy policy and make sure it reflects current data practices

Strategy & Performance

- Define clear goals for your website: What should visitors be able to do? What questions should it answer?
- Use Google Analytics (or equivalent) to track goal completions, not just pageviews
- Consider a user survey or usability test, even informal feedback reveals a lot
- Evaluate whether your current platform still meets your needs or if a rebuild conversation is warranted
- Explore whether AI tools like ChatGPT or Google's Search Generative Experience are surfacing your agency correctly