

Made for
the World

You spoke, we listened

2025 IMPACT PARTNERSHIP SURVEY



The survey

Our Positive Impact Website Partnership is designed to keep your site secure, robust, and actively support your mission – while giving you support and guidance to get the best out of it.

By reaching out to our partners for **anonymous feedback** once a year, we can better understand how well we're supporting you, and how we can keep improving your partnership and the impact your website delivers.

73%

of partners completed the survey this year

Out of 10, you rated us...



9.1

Satisfaction



9.4

Responsiveness



9.9

Likelihood
to recommend

“

Very responsive and accommodating. You are also real experts in your field so we feel in safe hands!

- Anonymous

What you appreciate

66



Partnership approach

There's a real sense of co-ownership for the website... You are a partner in keeping all things web-related on track.

- Anonymous



Our understanding of your mission
We get what you do and why it matters

ALIGNMENT SCORE: 8.7/10



Our technical expertise
Detailed explanations and expert guidance

RESOLUTIONS SCORE: 9.3/10



Our responsiveness
Quick replies and rapid problem-solving

RESPONSIVENESS SCORE: 9.4/10

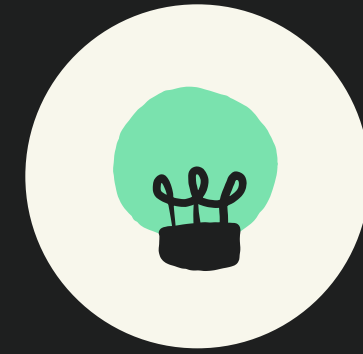
What you'd like to see

66

SEO expertise

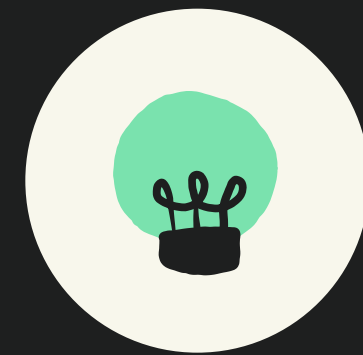
The only thing 'missing' I feel is SEO guidance and expertise, even if working with a recommended partner agency.

- Anonymous



Bolstered reporting

Stronger analytics and reporting capabilities



Regular health checks

Spot-check your website systematically



Getting ahead of issues

Tell you about website problems before you discover them

What we're doing next

Monthly reporting



We're beginning to roll out **monthly maintenance reports** for our partners. These regular updates will give you a clear view of your website's overall health – covering performance and uptime, security monitoring, backups, and routine maintenance.

Our aim is to give you **greater transparency** into what's happening behind the scenes, so you can feel confident your site is in good hands.

What we're doing next

Increased uptime monitoring



We've increased our automated website uptime monitoring from checks every 30 minutes to **every 10 minutes** as standard. This means our system is checking your website more frequently and will **alert us sooner if anything goes down**, so we can act quickly.

If you'd like **even more frequent monitoring** – we can configure checks as often as every 2 minutes – just speak to us and we can discuss the options.

What we're doing next

Improved analytics set-up



We're in the process of migrating website analytics tracking over to **Google Tag Manager (GTM)**.

GTM gives us greater control over how tracking tools are managed (without needing to edit your site's code directly) and **reduces the risk of tracking errors**. It also makes it easier to stay on top of privacy and consent requirements as these continue to evolve. The result is more **reliable, accurate reporting** for you.

What we're doing next

New SEO partnership



We've started working with [Orvador](#), a sustainable agency specialising in ethical SEO and performance marketing for nonprofits and planet-first brands.

Moving forward, we'll be integrating this partnership into our project process as standard. However, as an existing partner we'd be happy to discuss an **SEO audit for your site** – just get in touch to arrange.

We appreciate
your continued
partnership

THANK YOU!
CHRIS & LUCY



The world is
not made for us,
we are



Made for
the World

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