Website Evaluation

Section 1 - Your Overall Impression

On a scale of 1 to 5 with one being poor and five being optimal, how would you rate each component of the website you are evaluating?

☐ Did the page load in under three seconds?	☐ Are the menu items the right ones?
☐ Is the website mobile responsive?	☐ Were you able to easily navigate the site?
☐ What is your immediate impression?	☐ Do the images capture and relate to you?
☐ Is the brand and name in your face?	☐ Can you find the location and contact info easily?
☐ Is the most important thing in the initial screenshot?	☐ Does it hit the sweet spot for amount of info?
☐ Does it answer the "Why-What-How" of the church?	☐ Are the service times and venue locations apparent?
☐ Is there a clear next right step for everything?	☐ Does it have a "WOW" factor?
☐ Are the affinity ministries easy to find?	☐ Would you want to visit this site again?

Section 2 - How easy is it to ...

On a scale of 1 to 5 with one being poor and five being optimal, how would you rate each component of the website you are evaluating?

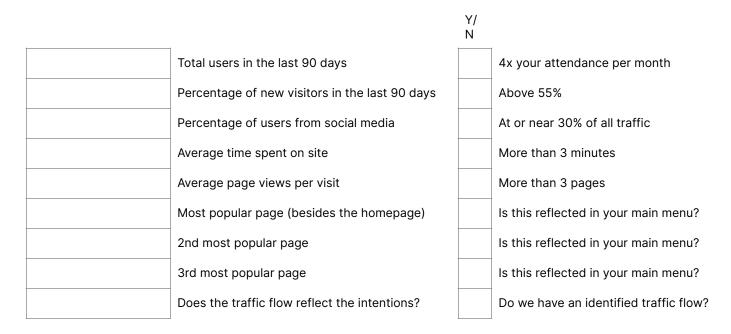|	
☐ Get to the church for weekend services?	☐ Find an affinity ministry that reflects you?
☐ Contact someone at the church?	☐ Become enthralled in under 15 seconds?
☐ Give online (is it under two clicks)?	☐ Understand what each ministry is all about?
☐ Find what you are looking for, in under 3 clicks.	☐ Find what you are looking for, in under 3 minutes?
☐ Enter your contact info for informational purposes?	☐ View on multiple formats (phone, computer, tablet)?

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Website Evaluation

Section 3 - "You measure what matters." (Google Analytics)

Everyone has an opinion about your website, but we want to measure our opinions against strong analytical analysis. Design is easy to argue with; data is not.

		Y/N	
	Total users in the last 90 days		4x your attendance per month
	Percentage of new visitors in the last 90 days		Above 55%
	Percentage of users from social media		At or near 30% of all traffic
	Average time spent on site		More than 3 minutes
	Average page views per visit		More than 3 pages
	Most popular page (besides the homepage)		Is this reflected in your main menu?
	2nd most popular page		Is this reflected in your main menu?
	3rd most popular page		Is this reflected in your main menu?
	Does the traffic flow reflect the intentions?		Do we have an identified traffic flow?

Section 4 - Final Assessment

Please detail your experience through the below questions.

Based on your visit, what would you say are the most important aspects of the church?

Does the website reflect what you know to be true about the church?

Would you recommend sending a friend to visit the church?

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Website Evaluation

In what ways do you find the content and language to represent the church well?

If you gave online, does the process make you want to give again and is the "thanks" enough?

What were your favorite parts of the website and why?

What final insight can you give about your online experience?

Section 5 - Contact Information

Your Name

Your Email

Your Phone

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