Website Evaluation

catalystchurchcreative.com

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?
- Is the website mobile responsive?
- What is your immediate impression?
- Is the brand and name in your face?
- Is the most important thing in the initial screenshot?
- Does it answer the “Why-What-How” of the church?
- Is there a clear next right step for everything?
- Are the affinity ministries easy to find?
- Are the menu items the right ones?
- Were you able to easily navigate the site?
- Do the images capture and relate to you?
- Can you find the location and contact info easily?
- Does it hit the sweet spot for amount of info?
- Are the service times and venue locations apparent?
- Does it have a “WOW” factor?
- 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?
- Contact someone at the church?
- Give online (is it under two clicks)?
- Find what you are looking for, in under 3 clicks.
- Enter your contact info for informational purposes?
- Find an affinity ministry that reflects you?
- Become enthralled in under 15 seconds?
- Understand what each ministry is all about?
- Find what you are looking for, in under 3 minutes?
- View on multiple formats (phone, computer, tablet)?
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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.

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

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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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