

# Holy Trinity Orthodox Church

## 2012 Website Report



# Your Feedback, We Listened



## From 2011 Website Survey:

### *What can we do better?*

- ☞ *"Few pages like schedule and contact info are dull and could be either consolidated or improved."*
- ☞ *"Too much open space."*
- ☞ *"Needs more coverage of special events, though perhaps it exists and I didn't come across it."*
- ☞ *"Too much text, and not enough pixs on home page."*

### *How about some suggestions?*

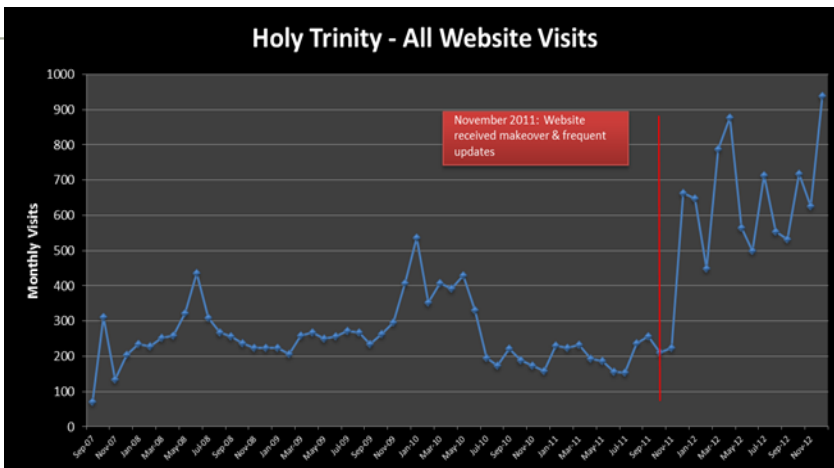
- ☞ *"Reprogram the upcoming service schedule to include the next 4 services instead of 2. Also, list the commemoration for the Divine Liturgy, ie 27th Sunday after Pentecost; Great martyr Barbara."*
- ☞ *"Links in the 'New Features and Changes' to their respective changes. - The schedule section seems pretty bland. Even a link to the OCA's 'feasts and lives of the saints' page might add a bit more."*
- ☞ *"Depth of information - add items of interest, Orthodox education about icons, worship, vestments, choir, etc."*
- ☞ *"Make home page more visually appealing."*
- ☞ *"In addition to the you tube video links, maybe there could be a recorded message that could be played by those visiting the website?"*
- ☞ *"I would add a few more pictures of the church itself and the parishioners."*
- ☞ *"Some brief text, with short comments--explanatory, descriptive, humorous--whatever is appropriate."*
- ☞ *"Is there a way to sync the website calendar to yahoo and Google calendars?"*

# Year in Review



## 2012 Goals and Accomplishments

- 1) Increase Monthly Traffic by 10%
  - Dec '11 through Dec '12 - average monthly increase 22%
  - 2012 total compared to 2011 total - **242%** increase
- 2) Increase Average Visit length - greater than 30 seconds
  - December '12 average visit length ~ 3 minutes
- 3) Create useful tool for Parish
  - Source for schedules, announcements, news, recent events, etc.

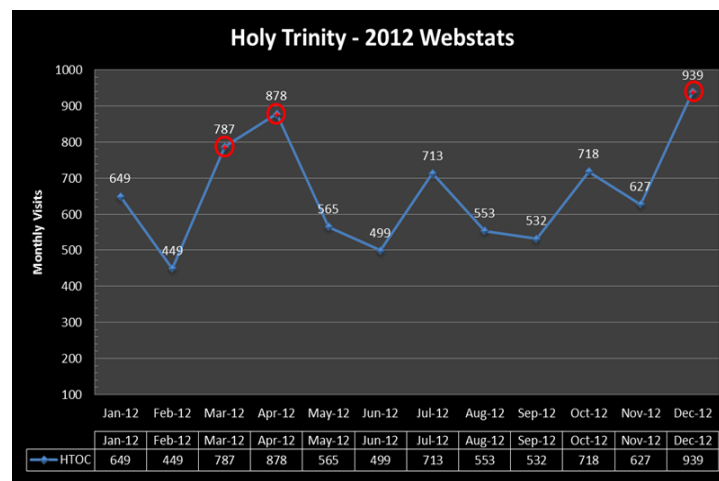


- From inception to October 2011, website visits never rose above 550 in a single month
- From November 2011 to present, website visits have only dipped below 550/ month 3 times

# Highlights



- ☞ Traffic Increase: Total visits 7,909 (2,311 in 2011)
- ☞ Average Number of Daily visits: 20 (up from 15/day)
- ☞ New Pages
  - Revamped History page with translated historical documents
  - Multimedia page, dedicated OCF page, Support Us & Member's section
- ☞ 50 individual photo galleries
- ☞ 18 *Messages from Father Marc*
- ☞ 58 separate news updates
- ☞ Integration with PayPal
- ☞ Videos
  - Welcome, Parish History



- Highest recorded traffic 1) December '12 - 939 visits, 2) April '12 - 878 visits and 3) March '12 - 787 visits

# Going Forward



## ☞ 2013 Goals:

1. Increase Average Daily Visits from 20/day to 25-30/day
2. Become a valuable Orthodox Educational resource
3. Be a catalyst for increased attendance and outreach

## ☞ How to achieve?

- Continue to build-out relevant content - photo galleries, events, etc. – that reflects a vibrant parish community, which attracts new and returning visitors

## ☞ Upcoming

- Redesigned website - entirely new look and feel (Q1 2013)
- Add Testimonials page
- Add a Parish Administration page - include names, contact email, and portrait (potentially) of officers
- Add Directory to Member's section
- Add content for "Inquirers" as well as informative Orthodox educational materials
- Improved calendar - integrate with Google calendars

## ☞ Other Possibilities

- Record and publish sermons and/or choir performances in listenable (mp3) format
- Suggestions?