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BUSINESS REPORT



New Beacon Covenant Church

Website & Social Media

Audit Report



Website Content and Social Media Content Audit Report:

1. New Beacon Convent Church-

- Page Speed Observation: Satisfactory/Good/Fast
- Mobile Friendly Experience: Page converts well from a traditional website URL to a smaller mobile format. Page runs quickly and doesn't require additional upgrades or optimization processes.
- Design Analysis: Website is attractive at first glance but could use some more modern/ up-to-date upgrades to attract more visitors and converts into subscribers and new memberships. This will also increase member engagement and viewers subscribing and boost membership enrollments.

- Add Social Media Follow Buttons with the URL links
- Possible to add a QR Code linking to Website
- Add/Change new branding colors, logo with tagline, Slogan, Metadata
- Implement Information into bullet points for a clean and easy to follow design, natural flow of information.
- Add Keywords:
 - >Church Near Me- for google maps and google listings
 - >Service Times
 - >Location
 - >Online Church Service-effective for church and ministry success!

Effective Elements to Add for Website Traffic and Conversions:

- Add a Pastor About Me Page or Section
- Add a Staff About Me Page or Section

Content To Incorporate:

- Add a sign-up form for Newsletters
 - >Great for member engagement & notifications & Communications with members & new potential members & Social Media Followers

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Content Assessment:

1. Add graphics and infographics to website & Facebook Page
>Great for members & potential members

Engagement/ Traffic:

1. Add a comment section to Website or Forum/Blog
2. Post – Update Newsletter, social media and Website 2-3 times weekly to rank higher on Google and for maximum organic traffic & member engagement.

Social Media:

- 1.add Instagram, LinkedIn, Blog, Youtube, Twitter, Church Facebook Groups, Online Church Forums & discussion boards

Community Engagement:

1. Offer pamphlets, cards, posters/flyer.
2. Online Church Magazines
3. Offer email and/or physical Newsletter mailed via postage.

Additional Suggestions:

Design: Update cover photo & add photos of the area & photos of Pastor engaging with members, members having fun/meeting together & with the community

Message: Give Church Goals/Mission Statement(s).

List Offering/benefits of joining

Express what makes New Beacon Covenant Church special and sets you apart from other churches and communities both online and in person.