

Welcome

Alan Orr

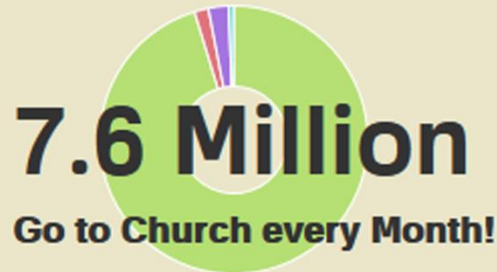
Founder of Websites4Christians

Passion for Christian Websites

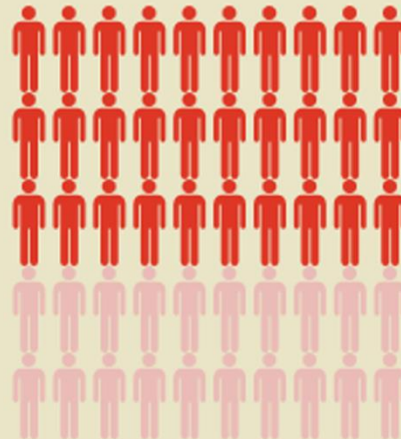
Why websites are needed!

Church goers are older but are still the biggest body of opinion in the UK. We now need to engage younger people who are on the web!

Is Church more relevant than political parties?



- Christians Monthly attendance
- Total Conservative party members
- Total Labour party members
- Total Lib Dem party members



Almost 60 % of the UK population believe in God. 25% have no religion and then there are various other religions

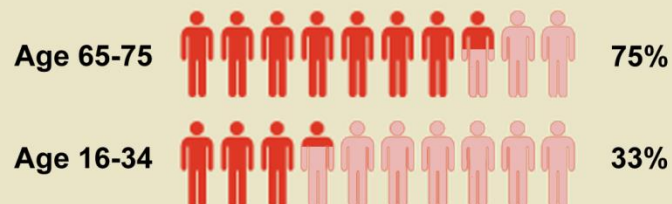
Don't let people tell you that Christianity is irrelevant - it's just NOT TRUE!

London Church Growth



It is possible to grow church membership - bring people to know God

Ages of people going to Church



Most people going to church are over 65

Websites can help to reach younger people

- People search online to find out about God
- People search online to find local churches
- Young people look online FIRST!



70 people a week



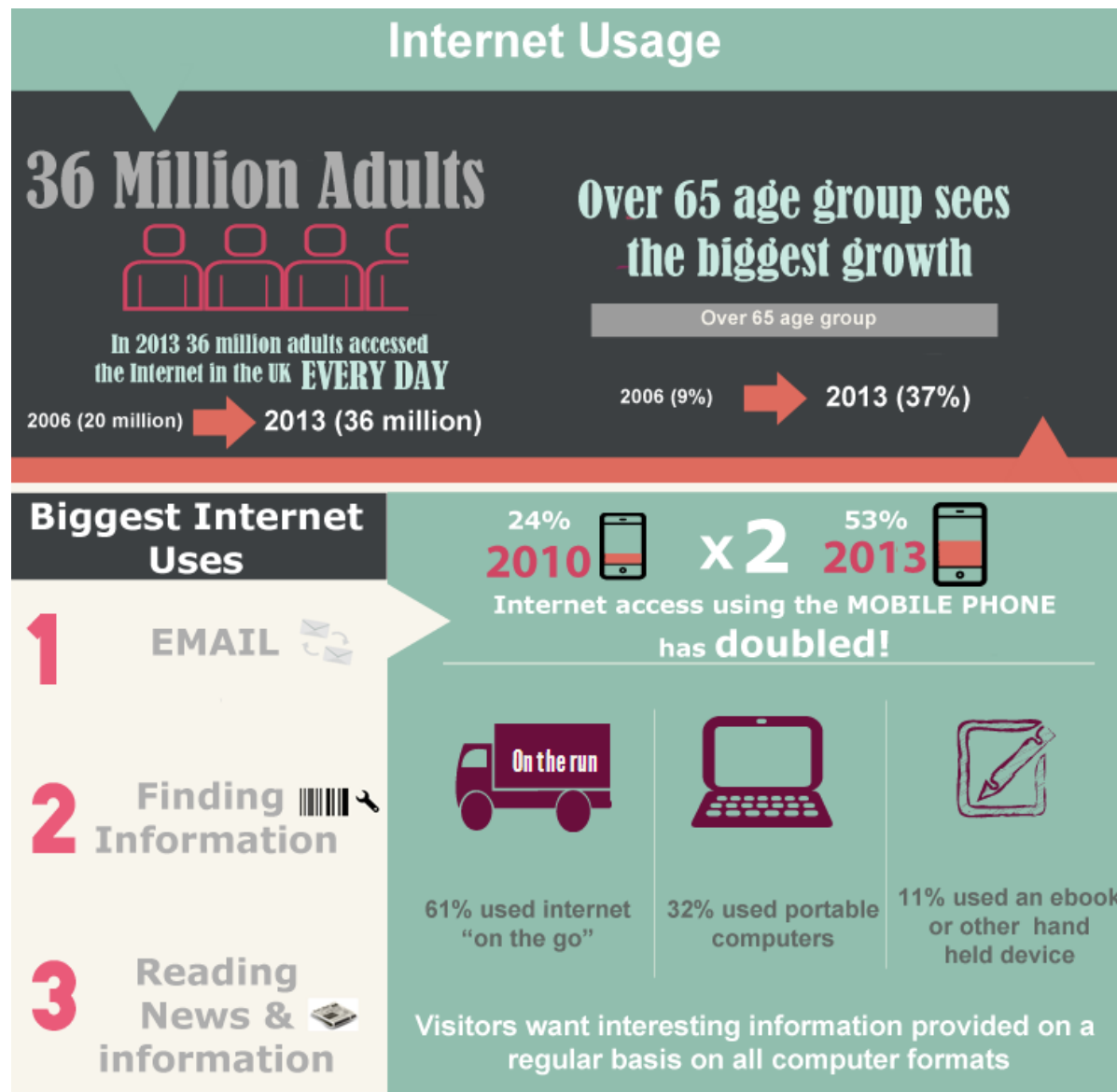
52 weeks



1000 websites

3.5 Million people a year

It's easier than you think to join in
Churches can easily build and maintain a website
If you're unsure what to do ask us and we'll help



What we'll do today

Foundations

Visitor Building

Framework

What is a website?

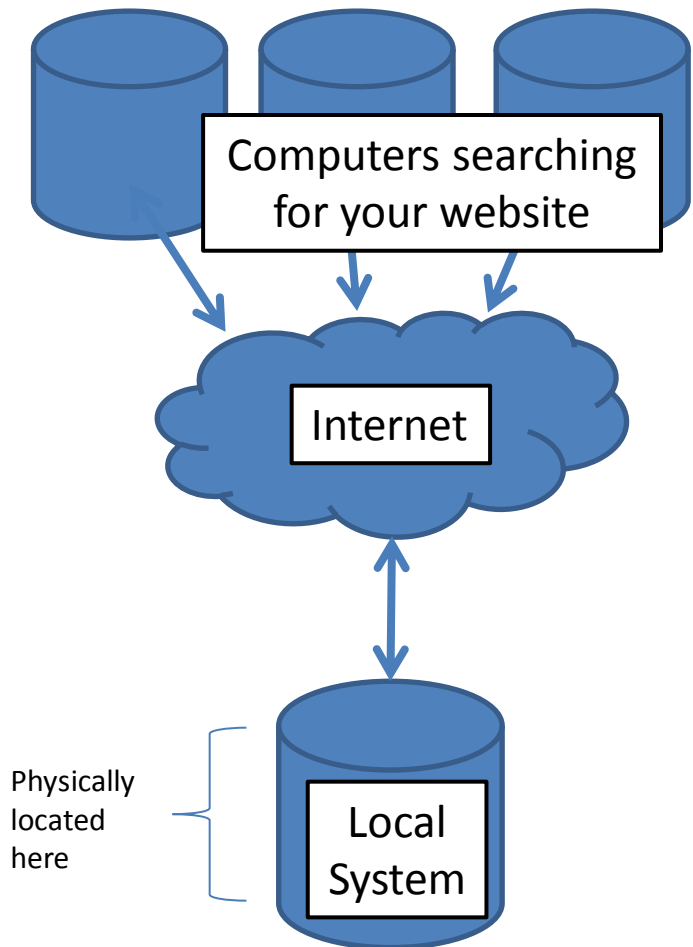
A website is like a book found in a library that visitors flick through to find out information about you and your organisation.



More detail?

- Domain name
 - This is the books title. It'll be of the form www.Websites4Christians.com
- Hosting
 - This is the computer where the book is stored. It's akin to the library shelf.
- Files
 - These are pages of the book or the website pages

What is the Internet?



- It's a whole lot of computers connected together using a special numbering system.
- Your website is hosted on one of these computers and all the other computers know it's there.
- The computers use a number called IP (internet protocol) to allow them to find your website

Looking at one of the computers



- Most common website setup
- Don't know your neighbours
- Called Virtual Hosting
- Shared Resources
- Good value

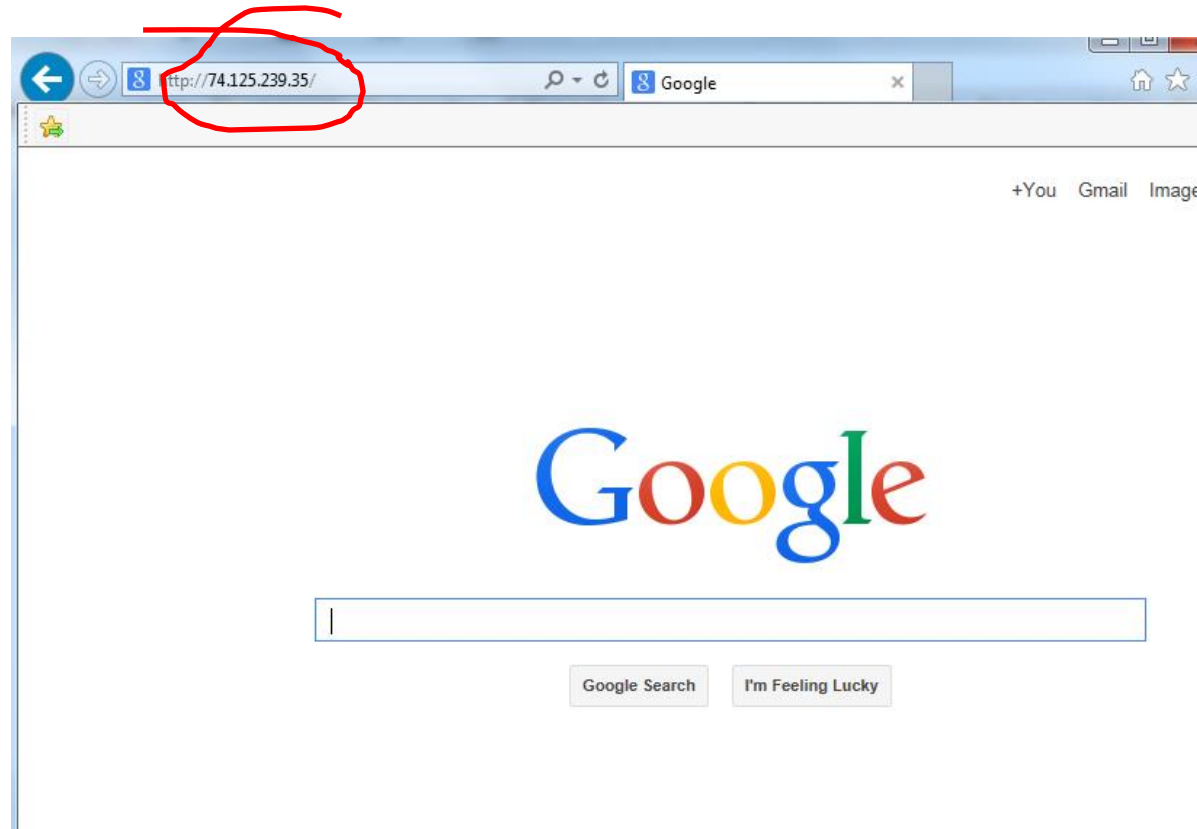
- Used for big websites
- Complete control
- Expensive
- Need in depth server knowledge
- Complex to control

But I don't type an IP number

The Internet uses something called DNS (Domain Name System) which translates an IP number into a usable name – like websites4christians.

There is a whole system designed to resolve the name you type into a browser into an IP address.

For example Google has an IP address of 74.125.239.35



Serving webpages

So when you type in an address:

- The internet changes the text to an IP address and locates the computer that the IP address refers to
- The computer then sends the requested files to your computer



Two types of sites

Static sites

Each webpage is held in a separate file. So 100 pages means 100 files. If you want to change the header or footer you need to change 100 files

Dynamic sites

Webpages are built on demand. So if you want to change the header or footer you only change it once and it'll change across all the current pages

What is a webpage made of?

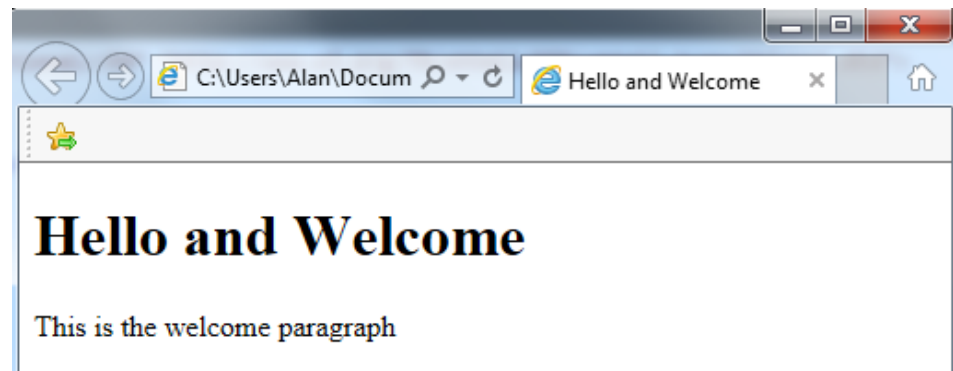
Static pages are made of HTML or Hypertext Markup Language.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta content="text/html; charset=utf-8" http-equiv="Content-Type" />
<title>Untitled 1</title>
</head>

<body>

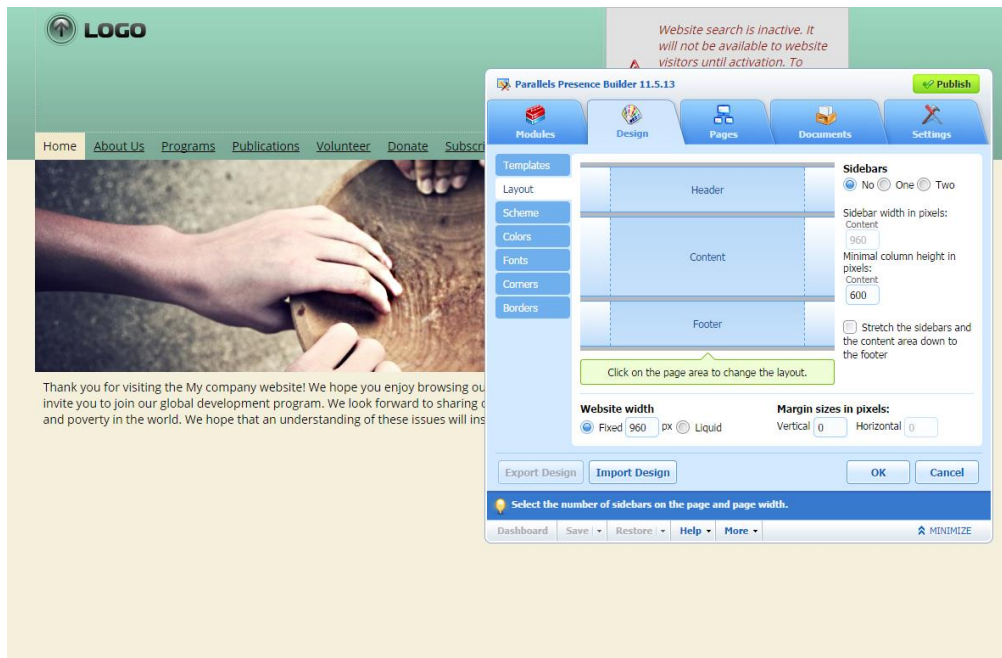
<h1>Hello and Welcome</h1>
<p>This is the welcome paragraph</p>

</body>
</html>
```



Two types of dynamic sites

Site builder sites



Good

Supplied with templates you can pick from.

You can move around the main parts adding and subtracting as you want. You can add different galleries and assets.

You can build multiple pages.

Bad

They limit what you can do.

You can't access the code to make adjustments.

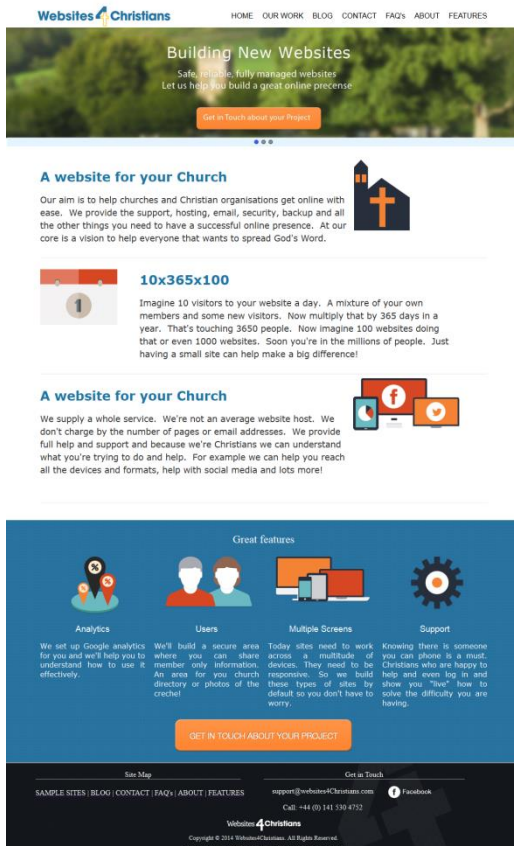
They don't work well with different formats

They cost extra

You can't move the site easily.

Second dynamic site

Content management system (CMS)



Good

Can build it into anything you want. Not limited by predesigned templates

You can add and subtract from it easily - like using a word processor (once the site has been built).

You can add in anything you have seen on another website. You can build multiple pages and all manner of extras that aren't available with a sitebuilder.

They can work well across lots of platforms.

Bad

You need to know what you're doing to design and build the site initially.

End of Section 1

I have a website so what next?

- 3 things we need to think about:
 - Visitors
 - Content
 - Design



Visitors

- 3 types
 - Church/organisation members
 - Directed links
 - New visitors
- Who is most important?
- Who are you reaching out to and why?

Visitors

- A church will normally have at least 50 members
- $50 \times 1 \text{ per week} \times 52 \text{ weeks} = 2600 \text{ visits per year}$
- Visitors will generally look at 2 or 3 pages which is about 7800 pages a year
- So without any significant effort you should be able to have 2600 visits to your site a year

Directed links

- It's Christmas so that means:
 - Nativity, Watch night, Carol services, and more
- Members can send visitors links to specific pages: Grandparents, friends, nieces, nephews, sons, daughters and more ...
- It's easy to create a page that gives times and details of events.
- And not just a Christmas: Easter, Summer Club, Back to School and so on
- If each church member sends only 1 link for 3 events that's
- $1 \times 3 \times 50 = 150$ extra visits where they'll look at 2 or 3 pages – so an extra 450 pages viewed.

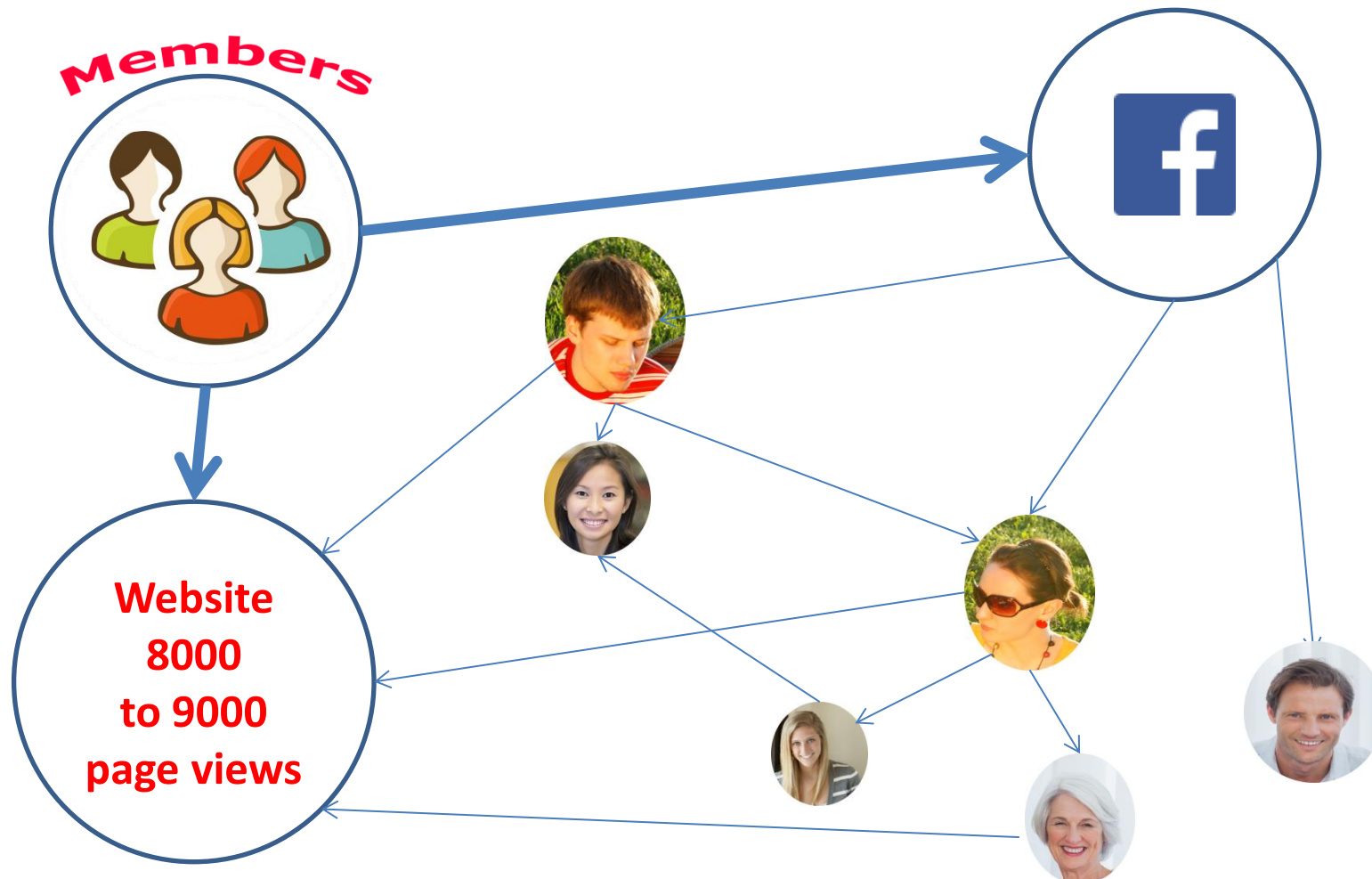
New visitors

- Hardest to find. Normally achieved by word of mouth or the occasional search on the internet.
- Use Facebook to point friends to the website
- Use a newsletter to get people interested
- Use advertising on Google and Facebook to find people

Think Content!

- So we've produced over 8000 page views a year without too much difficulty.
- You can easily extend this number by increasing the visitor numbers.
- You know who your visitors are so now figure out the content for them:
 - 70% focused on church members/visitors
 - 25% focused on events and directed links
 - 5% focused on new visitors

Visitor building



What is social media?

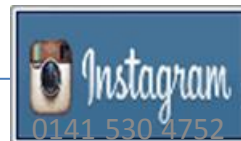
- *Social media* is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks
- More commonly:
- It's important to engage to attract new visitors



So what are the tops sites?



- [1 | Facebook](#) 900,000,000
- [2 | Twitter](#) 310,000,000
- [3 | LinkedIn](#)
- [4 | Pinterest](#) 150,000,000
- [5 | Google Plus+](#) 120,000,000
- [6 | Tumblr](#) 110,000,000
- [7 | Instagram](#) 85,000,000
- [8 | VK](#) 80,000,000 (Russian facebook)
- [9 | Flickr](#) 65,000,000
- [10 | MySpace](#) 40,000,000
- [11 | Tagged](#) 38,000,000
- [12 | Ask.fm](#) 37,000,000
- [13 | Meetup](#) 35,000,000
- [14 | MeetMe](#) 10,500,000
- [15 | ClassMates](#) 10,000,000



Facebook advertising

- Generally it costs about £1 per click
- You can get as many clicks as you want but it comes down to relevance
- In practise you'll only get one or 2 a week if you really focus your advertising
- Same applies with Google but possible the cost is a bit more.

Keys to building visitors

- So what would make you go to a website.
- After you've seen the rota, special event, directory etc, what makes it interesting to go back to?
- Find interesting stuff and put it on the site.
- Think in terms of strategy for the site:
 - Rotas/Directories/Sermons
 - Special events/Photos
 - Blogs
- You have “bread and butter” material that members need to have access to.
- You have once off events that lots of people need access to, like the summer club start and end times, disclaimer forms etc
- You have opinion material which can be controversial or just plain interesting.

Landing pages – the concept

- Don't just allow people to turn up anywhere
- If you were a business you'd direct them where you want them to go and a website is no different
- Target traffic at a specific page
- Make that page sell what you have to offer

Sample 1



[HOME](#) [ABOUT US](#) [SERVICES](#) [SHOP](#) [RESEARCH](#) [CONTACT US](#) [BLOG](#) [Print Page](#)

[Landing Page Optimization](#) [Persuasion Architecture](#) [Consulting Services](#) [Training](#) [Successes](#)

10 Tips To Start Optimizing Your Site

A Future Now, Inc. White Paper

Thank you for your interest in our new white paper.
You will LEARN:

- ✓ How to find trigger words that excite your visitors
- ✓ Tips for calling your traffic to profitable actions
- ✓ Optimizing product images
- ✓ Optimizing headlines
- ✓ Optimizing your optimizing - a quick education about effective testing
- ✓ Web Form Basics
- ✓ The power of user-generated reviews
- ✓ Optimizing your checkout process
- ✓ Optimizing customer service
- ✓ Optimizing for different types of buyers

Who SHOULD download this whitepaper

- ✓ Small business website and marketers
- ✓ Anyone looking for new ideas for testing and optimizing
- ✓ Any marketer looking for an edge over their competitors
- ✓ Anyone just getting started with optimizing
- ✓ Anyone frustrated with their current optimization efforts
- ✓ Anyone looking for a more sound and logical process for optimization
- ✓ Anyone responsible for a marketing channel and needs life to be easier
- ✓ Anyone getting mixed results with their current optimization efforts

Call Us: 1 (877) 643-7244



Download the White Paper Today

First Name

Last Name

Phone

Email

Website

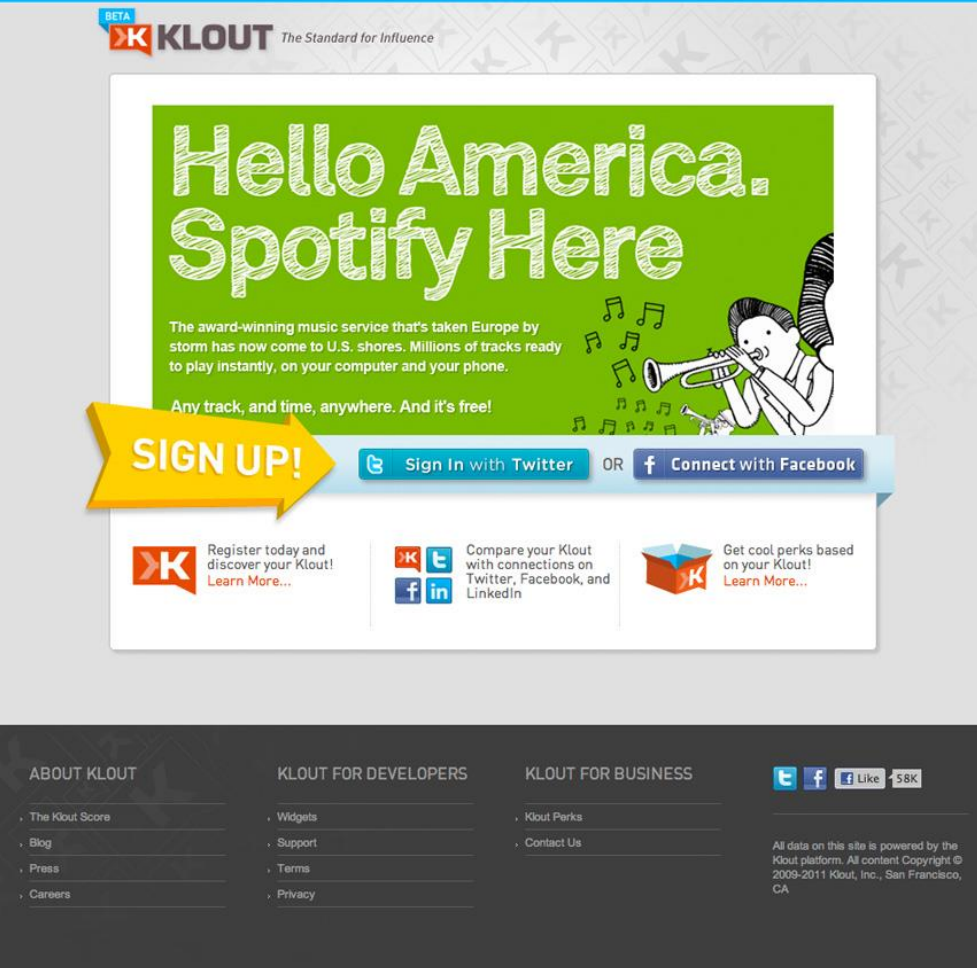
I want to improve my site!

We Value Your Privacy!

Future Now, Inc also has piles of other information you can dig into

- [Our Top Ranking Blog](#)
- [Our Optimization Services](#)
- [Conversion Tools and Calculators](#)

Sample 2



BETA **KLOUT** *The Standard for Influence*

Hello America. Spotify Here

The award-winning music service that's taken Europe by storm has now come to U.S. shores. Millions of tracks ready to play instantly, on your computer and your phone.

Any track, and time, anywhere. And it's free!

SIGN UP!

[Sign In with Twitter](#) OR [Connect with Facebook](#)

K Register today and discover your Klout! [Learn More...](#)

K **t** Compare your Klout with connections on Twitter, Facebook, and LinkedIn

K Get cool perks based on your Klout! [Learn More...](#)

ABOUT KLOUT

- The Klout Score
- Blog
- Press
- Careers

KLOUT FOR DEVELOPERS

- Widgets
- Support
- Terms
- Privacy

KLOUT FOR BUSINESS

- Klout Perks
- Contact Us

[t](#) [f](#) [Like](#) [58K](#)

All data on this site is powered by the Klout platform. All content Copyright © 2009-2011 Klout, Inc., San Francisco, CA

What's good

- Targeted content towards a readership
- Not random news but targeted at specific people
- Who comes to your website now and are they interested vaguely or engaged fully – what do they want and are you providing it?

Newsletter

Visitor
signs up

Name (required) Email (required)

Send them a
welcome mail



Use it to weed out automatic
sign ups and other spam

User confirms
email address



Send them a
welcome pack



Include a PDF or document
providing them something useful

They are now fully signed up. Now keep sending
interesting material every month or week or
whatever frequency you promised!

What should a newsletter include?

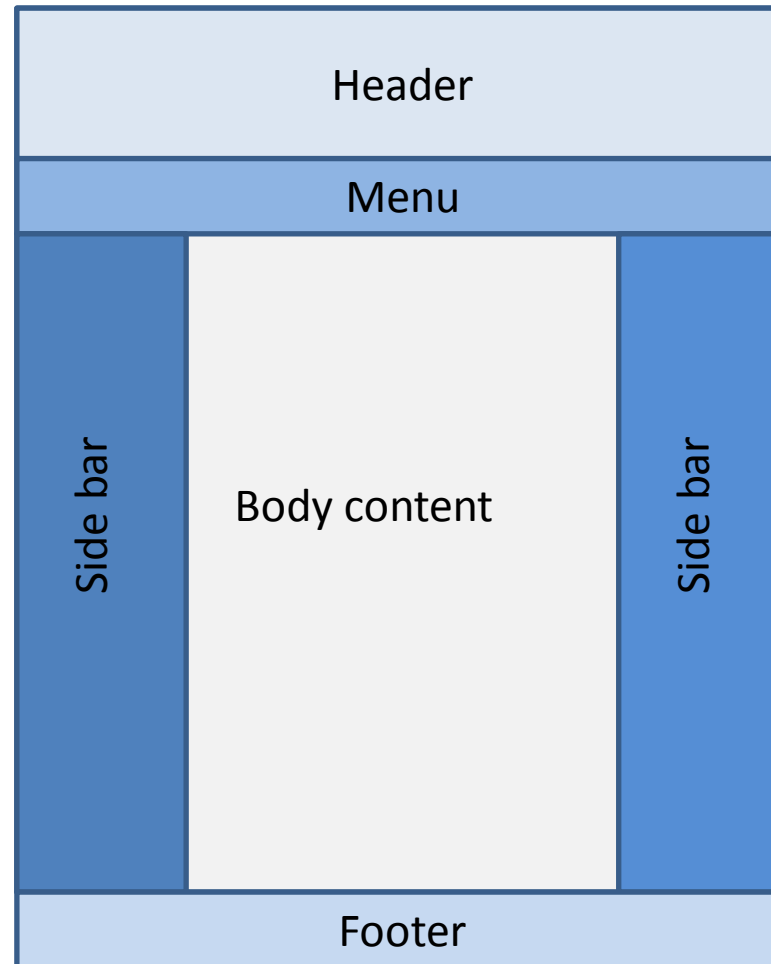
- Nothing
- Yes Nothing
- Really Nothing
- It should be pointing people to go to your website and read your blog or new pages.
- You get about 2-5 secs to make an impact
- Use a headline and “find out more...”
- Create 5 bullet points each with “find out more...”

Blogging


- Use Wordpress embedded into your site
- Link it to your Facebook account so people know when you've added material
- Blogs make it easy to add material that is dissimilar.
- This means it's easy to build up a stack of interesting material quickly.

End of Section 2

Focus on Design






Changing faces




Christian Men Together for Scotland

[Home](#)
[About CMT](#)
[News](#)
[Events](#)
[CMT in your area](#)
[Resources](#)
[Prayer](#)
[Donate](#)
[Contact](#)

Please support our work with men in Scotland

Thank you.



Fund-raising and Fashion


We are holding a fashion sale to raise funds on Friday 23 August in Greenview Evangelical Church, Pollokshaws Rd. Glasgow from 7.00 p.m.

Why not come along? Maybe you will find something to purchase.

You will certainly be helping to share in the Gospel at home and abroad as all proceeds from the sale will go to help Syrian refugees who have had to flee their home-land and assist in the ministry to men in Scotland with C.M.T.



Follow us now on FACEBOOK
www.facebook.com/ChristianMenTogether

Christian Men Together is a company limited by guarantee, registered in Scotland. Company No. 311637 - Scottish Charity No. SC038062.
 Registered Office: Alexander Sloan, Chartered Accountants, 38 Cadogan Street, Glasgow G2 7HF.
[Website Terms & Conditions](#)




Christian Men Together for Scotland

[HOME](#)
[BLOG](#)
[ABOUT CMT](#)
[NEWS](#)
[EVENTS](#)
[RESOURCES](#)
[PRAYER](#)
[DONATE](#)
[CONTACT](#)





Jeremy McQuoid




CMT CATCH UP WITH JEREMY AT THE COMMISSION
 Jeremy is the teaching Pastor at Deeside Christian Fellowship in Aberdeen. He is passionate about relevant biblical preaching, and training younger leaders. He has written a number of books, and is a trustee of the Keswick Convention. Watch the short video by clicking the link below.
[Watch Jeremy here!](#)

Football




THE WINNERS 2014
 The CMT / South Glasgow Church five-a-side football tournament was a great success at 'Kicks' on Tuesday 20 May. The weather was not great, but that didn't dampen the enthusiasm. The team to beat on the night was 'EK Athens' who lifted the trophy for the 4th time. Well done guys, and thanks to all who took part!

Holiday Time Again



Holiday Time Again!
 It's holiday time again. Looking at the photos posted on social media it's obvious that many are 'awe struck' at the beauty of nature, in a sunrise, sunset or some other magnificent view. Why not thank about, DOES NATURE POINT TO A CREATOR? Watch Prof. John Lennox on the subject.
[John Lennox video](#)

Watch our DVD




Click Here to watch now!

Join us at Christian Men Together and speak to us about promoting your men's events in our diary. It's good to know what others are doing around the country.

Don't have a men's group in your Church? We would love to help you get started. Call Allan Robertson on 0141 637 3688

Christian Men Together is a company limited by guarantee, registered in Scotland. Company No 311637 - Scottish Charity No SC038062 Registered Office: Alexander Sloan, Chartered Accountants, 38 Cadogan Street, Glasgow G2 7HF

TERMS & CONDITIONS

 JOIN US ON FACEBOOK

Design thoughts

- 90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text.
(3M Corporation)
- 40% of people will **respond better to visual information** than plain text.
(Zabisco)
- Posts with videos attract 3 times more inbound links than plain text posts.
(SEOMoz)
- On Facebook, **photos perform best for likes, comments, and shares** as compared to text, video, and links.
(Source: Dan Zarrella)
- Viewers spend 100% more time on pages with videos on them.
(MarketingSherpa)

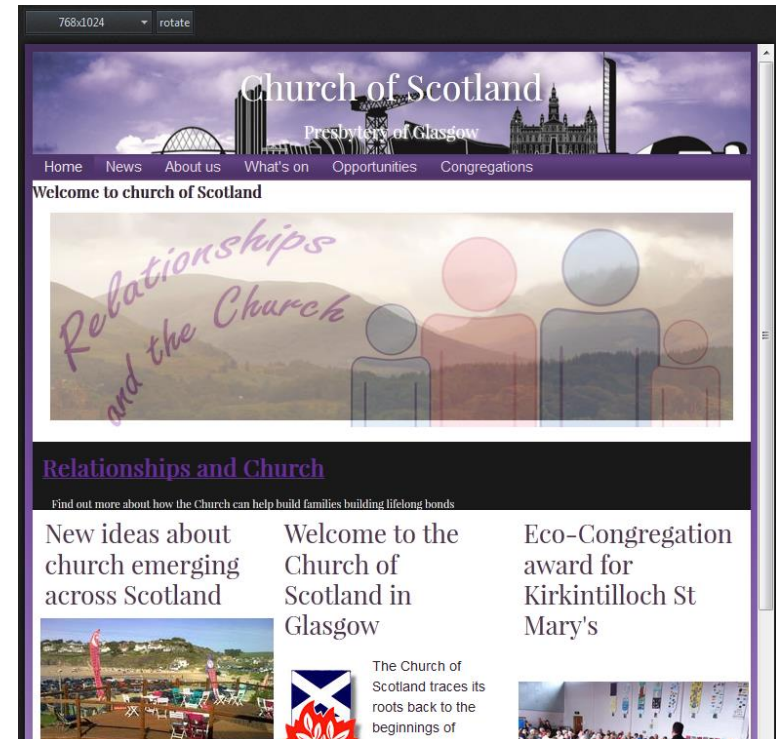
Navigation

- Research by User Interface Engineering, Inc., shows that people cannot find the information they seek on a Web site about *60 percent* of the time.
- Studies by Forrester Research estimate *40 percent of users do not return* to a site when their first visit is a negative experience.
- A study by Zona Research found that *62 percent of Web shoppers give up looking for the item* they want to buy online.

(Usability.gov - an official U.S. Government Web)

- Same bar on every page - navigation appears on every web page, at the top where everyone else puts it
- Consistent placement - navigation appears in the same location on web pages
- Use text not images - text for navigation - good, images for navigation - bad
- Don't use flash
- Site maps - make sure it's a hyperlink menu item to improve google seo

Responsive modes



End of Section 3

What now

- Create a strategy
 - Visitors
 - Content
 - Design
 - Marketing
 - Hosting

Questions