

## Website Update for Strategic Plan

The new site was launched in June of 2015. The website team scoured other church websites, including the “55 Best Catholic Church website plus a lot of input from the Augustana Web Guild.

We have an annual contract with the Web Guild for all maintenance & the cost for our domain name. All social media & the parish calendar are up to us to maintain. These are real time, so as soon as it is updated, it is available immediately for viewing.

The website is responsive, meaning you can view on devices with varying displays.

There are six drop down menus. There are four revolving photos on the Home page, with the next four drop down menus having two revolving photos. There is no photo on the last drop down menu, Stay In Touch.

Of course, when you log in to the website, you’re going to be on the Home page. The Home page is quite dynamic, as updates are continuously being made, both to the content on the Home page, but even moreso, to the quick links that take you to additional information. **First, the content on the Home page that changes regularly.** There are postings of four “events” on the Home page, which change. For example, there will be a new posting shortly on the Financial Peace University Workshop that starts in mid-September. **Secondly as indicated, the quick links take you to ever changing information.** The quick links to all of the social media are in the upper right hand corner on the Home page, and links to the parish calendar, the weekly bulletin, and other area Catholic churches are in the lower half of the page. And in the footer, is a link to one another's sister parish.

The next four drop down menus are a bit more static. Those are the Visit Us, Who We Are, Getting Involved & Grow Your Faith. An example of an update on one of these pages is this progress report that will be posted under the Who We Are > Strategic Plan.

The final drop down menu, Stay In Touch, is the most dynamic. All of your social media is located there, (that includes with fellow parishioners, with the diocese, and even with the Pope). Found under Connecting with Christ are all your daily reading & devotionals. Then, in order, are the weekly bulletins, the parish council minutes, the parish calendar, and the financial statements.

Positives:

- Bulletins posted in advance.
- Traffic – 44/day, with avg. of 2.09 pages visited (target is at least 1.5, so this is EXCELLENT traffic)
- Content (Per Web Guild, they indicate we have a good balance)
- Strategic Plan

Opportunities:

- Social media (FB page needs profile updated more often)
- Update the Helpful Hints more frequently (Website Maintenance)