

Website Update for Strategic Plan

The new site for Mary, Our Lady of Peace was launched in June of 2015. The website team utilized other church websites, including the “55 Best Catholic Church websites, plus considerable 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. The quick links take you to ever changing information. Links to the parish calendar, the weekly bulletin, and other area Catholic churches are in the lower half of the page. The “content” on the Home page changes regularly. There are postings of four “events” on the Home page, which change regularly as well as Helpful Hints that point to new information. Additionally, in the footer, is a link to the Saint Maria Goretti website.

Two improvements are being worked on at this time (first week of October).

- The quick links to all of the social media in the upper right hand corner on the Home page are visible on a laptop or similar device, but not on smaller displays, like an i-phone. The Web Guild is looking into this issue. *(Feb 2018 - This issue was fixed & hasn't since been raised by users).*

- Posting of the Liturgical Ministers for each month on the website. *(Feb 2018 – The Liturgical Committee has Ministers scheduled six months out. As a schedule would need to change, Ministers are notified via email, text message or other means necessary for a given mass. A posting on the website or bulletin would not necessarily improve the current process).*

The four drop down menus - Visit Us, Who We Are, Getting Involved & Grow Your Faith are a bit more static. 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.
- Live calendar.
- Traffic – 119/day, with avg. of 1.34 pages visited (target is at least 1.5, so this is SLIGHTLY BELOW AVERAGE traffic). Previously, we had been closer to 2.00. Two factors affected this. Our events were dated, and secondly, the events did not require ‘click here for more info’, thus less pages/visitor.
- Still, the above means more than 40 visitors/days are visiting more than one page.
- Content (per Web Guild, they indicate we have a good balance)
- Strategic Plan is kept current.

Opportunities:

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