

CABINET CREATIVE

CABINETCREATIVE.COM

WEBSITE ASSESSMENT

This assessment was put together for:

Contents

1. Overall Score
2. Technical Score
3. Branding Score
4. Simplicity & Cleanliness Score
5. Ministry to New Visitors
6. Ministry to Members

1 - Overall Website Score

Technical /18

Branding /20

Simplicity & Cleanliness /12

Ministry to New Visitors /15

Ministry to Members /17

TOTAL: /82 (%)

2 - Technical

Score: /18

Is your website intentionally optimized for smartphones?

/3

Visit <https://developers.google.com/speed/pagespeed/insights/> and enter your website URL. What is your mobile score? What is your desktop score?

Desktop /4

Mobile /4

Visit <https://testmysite.thinkwithgoogle.com/> and enter your website URL. What is your website loading time in seconds?

/4

Does your website load with an HTTPS: and green security lock in your browser?

Google will begin to downrank websites without a green security lock. This is made possible by SSL security protection which protects visitors.

/3

3 - Branding

Score: /20

Consider the photos on your website. Out of ten photos, how many of them feature photos that feature the type of people that go to your church?.

/5.

Does your website clearly display your staff as real people with photos and bios?

/2

What about your logo? Is it clearly and largely displayed? Does your logo articulate what your church is about?

/2

Does your website have a consistent colour theme that is pleasing to the eye and invites people into the content? Are there engaging photos and text hierarchy that engage the user and helps you to look and read what the church is about? Does you make the best of white space and the full width of the browser to display your content?

/6.

Does your website's home page clearly articulate how people will thrive at your church within three seconds?

/3.

Does your website clearly display a text testimonial from a real person within one click or one scroll/swipe?

/2

4 - Simplicity & Cleanliness

Score: /12

Can you access all information on your website using maximum two clicks / taps?

/4

Website Navigation: How many menu link options does your website have?

/4

Overall, is this website clean, simple to use, and easy to find content on phones and desktops?

/4

5 - Ministry to New Visitors

Score: /15

Does your website clearly communicate your essential information within 1-2 scrolls/swipes? This includes service time, your address, a link to your latest sermon, and social media links.

/3.

Visit google.com and search the name of your city plus the word “Church” (le. Pickering + Church). Does your church appear on page one?

/4

If your site loads in Google Maps, do you have photos listed? Service times? Contact info? Photos of your church family? Reviews?

/4.

Does your website list your top five church values within one click?

/2

Does your website list your statement of faith within one click?

/2

6 - Ministry to Members

Score: /17

Are key ministries clearly presented on your website within one click?

/4.

Do you have a updated events calendar on the front page of your website?

/2

Can website visitors tithe/donate/give offering online? (Y/N)

/2.

Are volunteer opportunities clearly displayed within one click on your website?

/2.

Is there a safe space on your website where people can submit questions/thoughts, express concerns, or ask for prayer?

/2

Does your website enforce/enable discipleship through ongoing, regular, and engaging content such as new videos, blog, podcasts, and more?

/5.