Title: Church Websites 101: Set Goals
Subtitle: Web Strategies

Author: Steve

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Summary: If you don't know where you're going, you'll never get lost. An
places!

Setting goals is all about knowing where you're going and knowing when
heard about S.M.A.R.T. goals - now is the time to put them work. Goals
measurable, achievable, realistic and time bound. Let's see how that app
and the strategy you are developing.

This addit Church Websites 101 ep away from the technology for a bit, beca
actually more difficult to master than the technology.

Around New Year, everyone (Almost everyone. Some people. A few peopl
resolutions, or goals, or a wish list. A typical resolution sounds somethi
going to lose 3 pounds." They rush ahead with great intentions, excited t
soon efforts fade and the resolutions become a thing of the past.

Let's do a quick overview of the differences between goals, strategi

Goals the broad outcomes
Strategies the approaches you will take
Objectives the measurable steps to achieve the strategies
Tactics the tools you will use and how you will use them

Let's look at the resolution to lose weight. Losing weight is an outc
It does contribute to your goal, but it is still an effect of a healthy lifest
will live a healthier lifestyle" Or,"I will improve my quality of life."

Do you even have goals for your online ministry? What are they? Who kno
keeping you focused on them? Some of the more common goals I've

We will post the bulletin on the website every week
We will upload the sermon audio/video/notes by Monday every week
We want 100 subscribers to our devotional emails in the next 100 days
Be the first search result for ___.

There is nothing wrong with having this kind of list - the items are action[...] reasonable, and have a deadline. But, these are objectives and tactics, [...]

What would some goals for church websites look like?

Be the top resource for ___ in our community (or around the world)
Help our community grow in faith and carry on the work of Jesus Christ
Go, teach, lead
Extend our community to the other 6 days

Ambiguous, aren't they? Not what you're accustomed to setting[...] these are some of the most powerful statements you can make for your c[...] of these measurable? Do they have a deadline? No. In our new view of th[...] S.M.A.R.T.

For those that are analytical (like me), numbers and metrics drive a lot [...] back and take a wider look at my goals and how I measure them. Here'[...] (necessary when trying to meet your goals) that often get mistaken for g[...]

More 1st time visits,
more repeat visits,
higher repeat frequency,
longer time on site,
more pages visited,
more visits to a specific page,
more visits from (search, direct, referral),
more 'Likes',
more 'Shares' and Tweets,
more bookmarks,
more back links,
faster page loads

As you work through your goals, ask how each of these fit into achieving[...] goals first.

What goals do you have for your church website?

Also in the series:

Easy, Not Simple
Fix the Easy Stuff

Not Always Easy, But Should Be.