

April 14, 2021

**Website ~ Analytics March 14-April 14, 2021**

- Analytics. In the last 30 days:
  - 527 total site sessions; 267 unique visitors; 3 min/53 sec. average session duration
  - Page views: 1,322-Medina; 97-Seville; 74-Cleveland; 46-Lodi; 37-Brunswick; 28-Bradenton, FL; 27-Strongsville; and 62 other locations
  - Top referring sites: 327-Direct; 147-Google.com; 14-Facebook.com
  - 83%-New visitors; 17%-Previous visitors
- SEO (Search Engine Optimization) to generate qualified traffic to our website
  - Accessibility. Site is mobile friendly
  - Compelling content. Updated regularly (minimum of 2 times/week)
  - Keywords optimized to attract searchers and engines:
    - Evangelism Mission Outreach
    - Christian Community Involvement
    - Christian Education Development
  - Good user experience. Easy to use
  - Page titles and descriptions are set to be found on Google
- A request has been made for more transparency (i.e. EC minutes and team reports).
- A Blog Page is currently 'Under Development'. Posted on the Member page (to create a community to keep our readers engaged; to get to know and interact with each other.)