

# Digital Ministry Coaching

Attract, Connect, Serve

Attract: Week 2

## Agenda

- Welcome & housekeeping
- [Start Recording]
- What did you learn about your church? (Review Homework)
- Most popular pages/information for non-affiliated website visitors
  - a. Worship/Sunday Schedule
  - b. Learn about the Staff
  - c. About Church--including beliefs and welcoming intro
    - i) RIC?
  - d. What to expect? / Plan Visit?
  - e. Sermon/Live Stream
- Review worksheet

## Homework

1. Review Google Analytics and see how people are using your website now
  - a. Come next week with the top 4-5 pages
  - b. Set up Google Analytics Account - <https://support.google.com/analytics/answer/1042508?hl=en>
  - c. Plugin to use to add to WordPress - <https://wordpress.org/plugins/google-analytics-dashboard-for-wp/>
2. Outline the current sitemap with page titles and URLs
3. Write the initial content for About Page, Staff Page, What to Expect Page, Contact Page, and Sunday Schedule

## Where do you get help?

- Join us on Facebook - <https://www.facebook.com/groups/712956465502081/>
- Where to get help? - [team@faithgrowth.com](mailto:team@faithgrowth.com)
- Weekly Coaching Calls - Krista will send the link every week meeting