SEO Audit for Faith Lutheran Church

Complete Onsite, Offsite, Social, and Video Analysis

Katie Mayland

11/23/19

DMT 485

Contents

Executive summary 2

On-Site Evaluation 3

Overview 3
Executive Summary 3
Visibility Issues 4
Redirects 4
Robots.txt 5
Page Errors 6
Malware 7
Meta Issues 7
Title Tags 7
Meta Description 9
Content Issues: 10
Duplicate Content 10
Low Word Count 12
Link Issues: 13
Broken Internal Links 13
Broken External Links 14
Images Issues: 15
Alt Text 15
Broken images 16
Semantic Issues: 16
Headers 16
Page Speed-Desktop and Mobile: 17
Optimize Images 17

Off-Site Evaluation 20

Overview 20
Executive Summary 20
Faith Lutheran Church Search Engine Business Listings: 21
Name, Address, and Phone Number (NAP) Analysis 23
Backlinks 25
Reviews 26
Competitor Analysis and Additional Metrics 28
Citation Flow 29
Trust Flow 30
Domain Authority 30
Load time 32
Page Speed 32
Preparedness 33

Social media and video analysis 34

Overview 34
Executive Summary 34
Social Media: 35
Video: 38

Summary and Recommendations 42

EXECUTIVE SUMMARY

The following document contains a complete Onsite and Offsite analysis of Faith Lutheran Church, along with their affiliated social media and video accounts. The Onsite analysis focuses on elements of which Faith Lutheran Church has direct control over and will be able to change and improve upon, based on the recommendations provided. The Offsite analysis focuses on element that are out of Faith Lutheran Church's direct control, however, will still have some influence and ability to make improvements based on the recommendations. All recommendations are made based on data gathered from the Faith Lutheran Church website and affiliated social and video accounts. The Social and Video analysis is very much personalized to Faith Lutheran Church in that it takes into account the field of business Faith Lutheran Church takes part in.

ON-SITE EVALUATION

Overview

An Onsite Audit takes a look at the elements of your web presence that are directly within your control. This means that you have pretty much complete control or influence over these metrics and the ability to improve them, making the onsite aspect the most important aspect of the search ecosystem and the issues that should be addressed first. An onsite audit, does not however, cover elements that are outside of your company's immediate control.

URL Evaluated: https://www.faithlc.com/

Executive Summary

The visibility section of this onsite audit reports on multiple different metrics. These metrics mainly reveal common issues that may prevent users from seeing the content on the webpage, all of which are fairly easy to fix, or not an issue at all.

The Meta section of this onsite audit shows a greater issue in that there is a lack of meta descriptions likely a result from Wordpress defaults. This issue can and should be addressed to better Faith Lutheran's presentation on a search engine results page.

The Content section shows multiple instances of duplicate content and low word count. These issues are likely minor as they are not on main pages of the website, however, should be addressed and further prevented in the future.

The link issues addressed in this audit show internal and external link issues both of which are fairly minor. Internal link issues should be addressed and fixed. External link issues are for the most part out of the control of the business.

The image section shows a few broken images that should be removed, replaced, or fixed.

The semantic issues show a lack of headers on a few of the pages of the website, this issue is fairly insignificant but may be addressed and fixed.

The final section of this audit looks at the page speed of the website on both mobile and desktop devices. Scores show there could be improvement in the area of image optimization.

Visibility Issues:

This section will go over Visibility issues, which are issues that may prevent users from seeing the content of your website or prevent search engines from examining the information on your site to better connect it to users on Search Engine Results Pages. The specific topics we will analyze in this section include Page Redirects, Robot.txt, Page Errors, and Malware.

Redirects

1) What are redirects

Redirects automatically send a visitor from an old page or site to a new page or site when content has been moved or deleted, or when a site has been moved to a new domain. A common redirect is called a 301 or a permanent redirect. If an auditor reports redirects, it's important to check and ensure they are correct, if so, you can ignore this error.

2) Why do redirects matter?

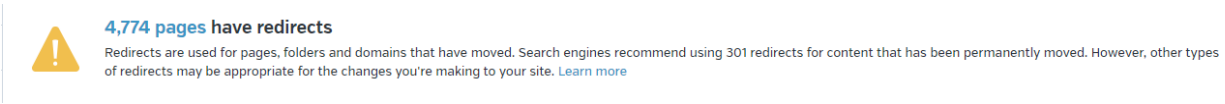
If redirects are incorrect it can lead to a bad user experience, as they will have a hard time navigating to the page they are trying to reach. Redirect chains can also be a hassle that can and should be avoided. This is when a page redirects to a page which redirects to a page, and so on. Bad implementation of redirects like this can also result in loss in page rank.

3) What did you find in the data?

Based on the data I have looked at, the Faith Lutheran website has 4,774 redirects, which seems like a lot, but may not be an issue as long as the redirects are implemented correctly.

4) Recommendations based on what you found in the data

My recommendation would be to go through the links an ensure that they are correctly implemented, going where they are supposed to be going, and don't result in redirect chain. One thing to look out for is the redirection of a non-secure (http) to essentially the same page but secure (https) as many times this can lead to a redirect chain. It is a good idea to simplify these link chains, but it may be best to meet with your web developer as they should have an idea as to how to fix this possible issue efficiently.



URL	Redirect to URL	Status	Pages	Fix
http://www.faithlc.com/	https://www.faithlc.com/	301	3	
http://www.faithlc.com/101-ideas-to-pack-a-shoebox/	https://www.faithlc.com/101-ideas-to-pack-a-shoebox/	301	7	
http://www.faithlc.com/12-days-left-of-2012/	https://www.faithlc.com/12-days-left-of-2012/	301	4	
http://www.faithlc.com/3-days-of-prayer/	https://www.faithlc.com/3-days-of-prayer/	301	4	
http://www.faithlc.com/?s=give-12	http://www.faithlc.com/	301	6	
http://www.faithlc.com/?s=joyful+noise	http://www.faithlc.com/	301	5	
http://www.faithlc.com/?s=live+nativity	http://www.faithlc.com/	301	3	

Robots.txt

1) What is robots.txt?

A robots.txt file tells the search engine crawlers which pages or files the crawler can or can't request from your site. This is mainly used to avoid overloading your site with requests; however, it is not a way for keeping a web page out of Google. If you use a hosting service, you might not need/or be able to edit your robot.txt file directly.

2) Why does robots.txt matter?

Robots.txt files are used to avoid overloading your site with requests.

3) What did you find in the data?

Your data shows that 0 pages were blocked by robots.txt.

4) Recommendations based on what you found in the data

There is likely no problem here, if you're curious to learn more about robots.txt I would recommend you talk to your web developer.

0 pages were blocked by robots.txt

A robots.txt file permits or restricts access to your website by search engine robots that crawl the web. These bots are automated, and before they access your website, they check to see if the robots.txt file blocks them from accessing certain pages. Learn more

Page Errors

1) What are page errors?

A page server error indicates a problem with your website's hosting provider delivering a page to a search engine robot. This can be caused by problems with the code on the page or problems with the hosting server. The most common error is 404 which means the page was not found, does not exist, or was moved.

2) Why do page errors matter?

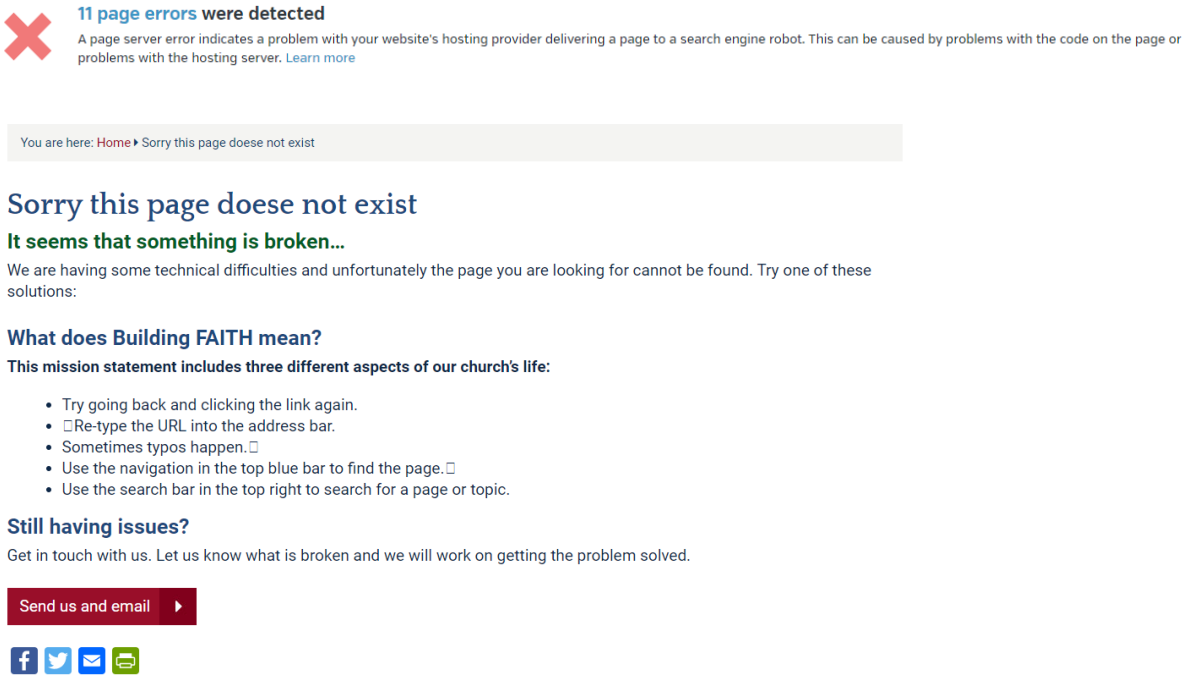
The actual 404 pages don't hurt the SEO much, but the links that contain the URLs of these 404 pages. These are called broken links which can negatively impact your rankings.

3) What did you find in the data?

Based on the data I have collected; you have 11 page errors that result in "404-Not Found". This is not a substantial amount, as some 404-Not Found errors are pretty normal to have.

4) Recommendations based on what you found in the data

It may be unnecessary to go back and correct these errors as there aren't that many and again are very common. If you did want to make a correction, it would involve creating a 301 redirect to where the page was moved to or a similar page. Otherwise, what could be beneficial is ensuring you have a customized 404 error page which can better user experience even when encountering these errors, which it does look like you do have, but it could use some updating.



Malware

1) What is malware?

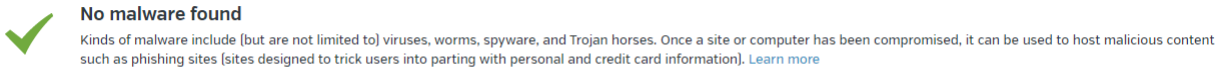
Malware is any software or mobile application specifically designed to harm a computer, a mobile device, the software it's running, or its users. Malware exhibits malicious behavior that can include installing software without user consent and installing harmful software such as viruses.

2) Why is malware important?

It's important to ensure your website is free of malware to protects its users and yourselves from the damaging effect malware may cause.

3) What did you find in the data?

Your data shows that you are free of malware. This is good!



4) Recommendations based on what you found in the data

My recommendation would be to stay up-to-date in your knowledge of malware and stay current in ensuring that your website is free of it. This may be a job for your web developer and also an opportunity for you to learn more about malware and how to continue to prevent it.

Meta Issues:

Meta issues develop from metadata which is what appears on the Search Engine Results Page (SERP). The specific topics we will analyze in this section include Title Tags and Meta Descriptions.

Title Tags

1) What are title tags

Title tags are critical to giving users a quick insight into the content of a result and why it's relevant to their query. In the image below, the blue text is the title tag.

2) Why do title tags matter?

It's often the primary piece of information used to decide which result to click on, so it's important to use high-quality titles on your web pages to better attract users to click on and look at the content of your website.

3) What did you find in the data?

According to the data I looked at for your website, 10 pages do not have title tags at all. These pages all were redirected links so they may be pages moved or taken down. Clicking these links did not take me to a page but instead downloaded a document.

(No Title) http://www.faithlc.com/wp-content/uploads/2013/05/July-2015-Council-Minutes.docx	0	No
(No Title) https://www.faithlc.com/wp-content/uploads/2013/05/February-2016-Council-Minutes.docx	0	No
(No Title) https://www.faithlc.com/wp-content/uploads/2013/05/January-2016-Council-Minutes.docx	0	No
(No Title) https://www.faithlc.com/wp-content/uploads/2013/05/December-2015-Council-Minutes.docx	0	No

Looking further into the data we see that 44 pages have issues with the length of the title tag. Search results limit the number of characters they display for page titles. It's best practice to keep page title between 10 and 70 characters long. If a page title is too short, it may not get across the message you are trying to present to attract people to your site. If a page title is too long, part of it may be cut out, not allowing users to view the entire title. In the example below shows a title of 79 characters, as you can see this is a great example of not being able to see important information contained within the title tag and may result in deterring people from clicking the link, as there is not enough information to inform them as to what it is.

4) Recommendations based on what you found in the data

My recommendation would be to first look more overall at the title tags of the site and find any recurring instances or issues. I have seen a few pages that include "Faith Lutheran Church" more than once. This can partially be from a default WordPress setting, but can be reworked. Altering these tags would give you more character space to include important information to better attract traffic to your site. Next, I would ensure that each title tag is descriptive enough to allow readers to gain a sufficient understanding of what they should expect to see when clicking, but concise enough to not go over on the character count.

Give - Faith Lutheran Church https://www.faithlc.com/give-2/	28	No
Contact Us - Faith Lutheran Church https://www.faithlc.com/contact-us/	34	No
Reserve Space-Add Event - Faith Lutheran Church https://www.faithlc.com/reserve-space-for-event/	47	No
Baptisms - Faith Lutheran Church https://www.faithlc.com/schedule-an-event/baptisms/	32	No
Wedding Information - Faith Lutheran Church https://www.faithlc.com/schedule-an-event/wedding-information/	43	No
Funeral Information - Faith Lutheran Church https://www.faithlc.com/schedule-an-event/funeral-information/	43	No
Forms - Faith Lutheran Church https://www.faithlc.com/forms/	29	No
About - Faith Lutheran Church https://www.faithlc.com/about/	29	No

The Bibleopoly Boards are starting to reflect your reading - Faith…
https://www.faithlc.com/gift-surveys/

	Chars		
Element	Length	Displayed	Truncated
Title	82	66	16
Description	0	0	0

Meta Description

1) What is a meta description?

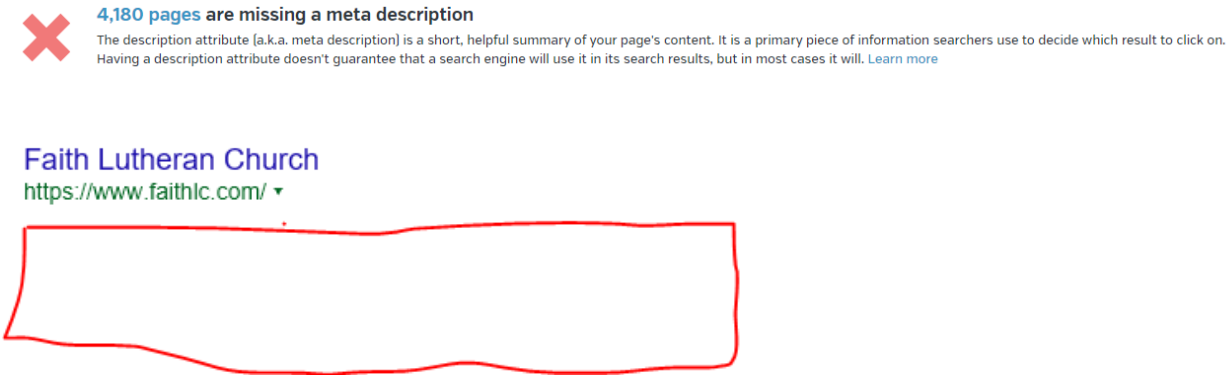
The description attribute (meta description) is a short, helpful summary of your page's content, located under the pages title tag on the search engine results page. A meta description should inform and interest users with a short, relevant summary of what that particular page is about. A meta description is basically a pitch that convinces the user that the page is what they are looking for.

2) Why does a meta description matter?

It is a primary piece of information searchers use to decide which result to click on. Having a description attribute doesn't guarantee that a search engine will use it in its search results but in most cases it will.

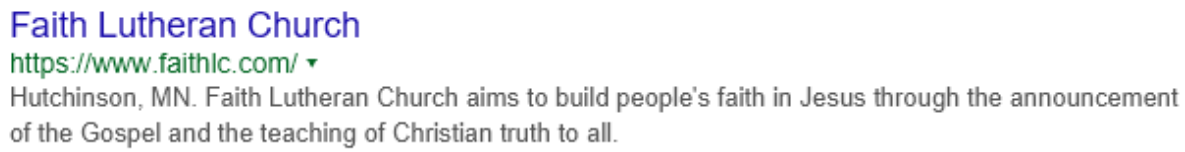
3) What did you find in the data?

The data of your website shows that none of your pages have meta descriptions. The image below shows a red box where the meta description should be.



4) Recommendations based on what you found in the data

The fact that there are no meta descriptions is an issue. I would recommend going through and adding unique meta descriptions to each of these pages to better inform users as to what the page is about and attract traffic to your site. The example I have provided below shows what the search result would look like with a meta description. Not only is the meta description information important, but as you can see, adding a meta description uses more space on the page, which may make your site stand out. The page I have added a sample meta description to is the home page. I based it off of your business and its mission statement.



Content Issues:

The content of your website is everything to do with the visible writing and structuring of your website. The specific topics we will analyze in this section include Duplicate Content and Low Word Count.

Duplicate Content

1) What is duplicate content?

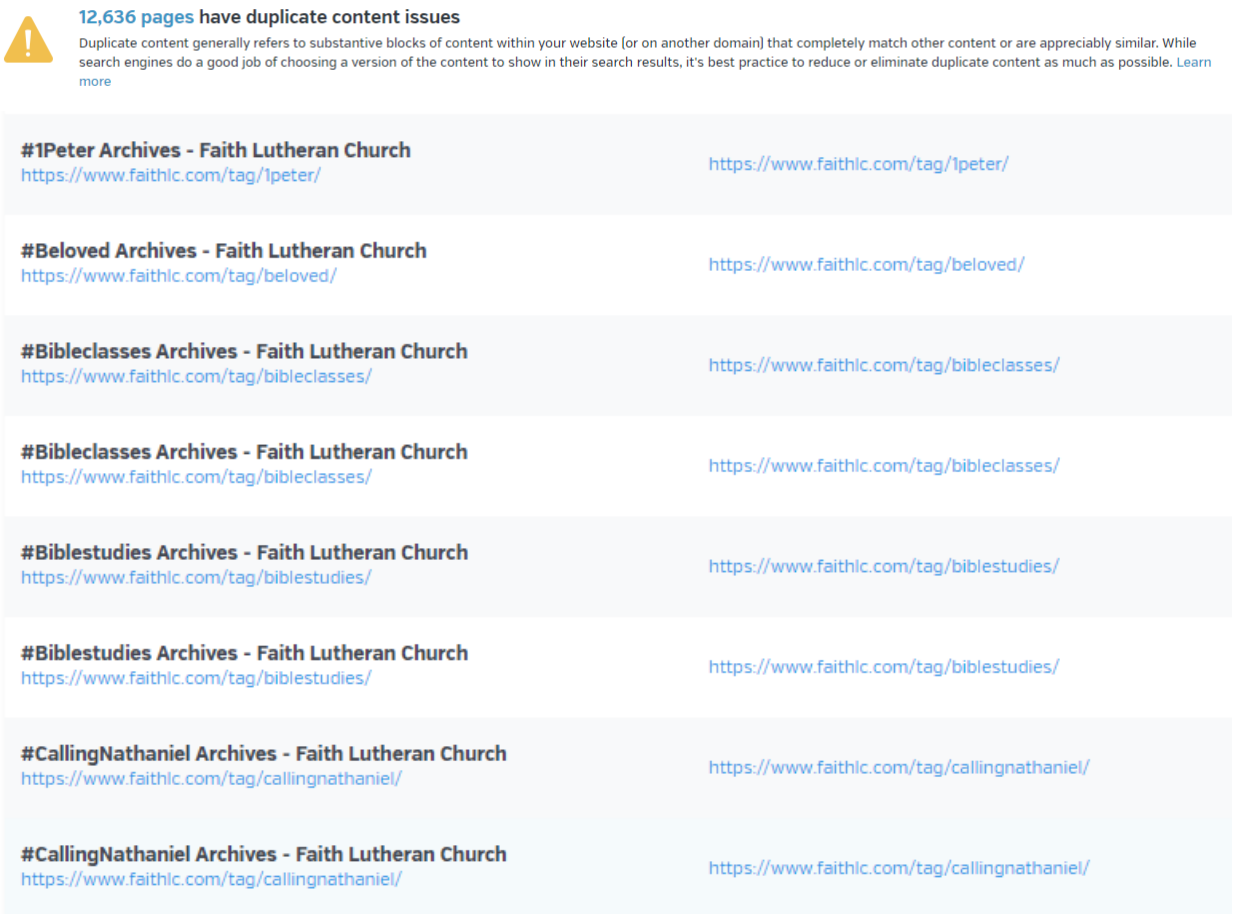
Duplicate content generally refers to substantive blocks of content or text within or across domains that either completely match other content or are appreciably similar. Mostly, this is not deceptive in origin.

2) Why does duplicate content matter?

Addressing duplicate content matters because search engines try to index and show pages with distinct information. Because of this filter, the search engine may choose one of the pages to show and not the other. The result of this is that some pages may not show up in search results at all, or the page that does appear may not be the best option to show. Eliminating duplicate content or ensuring a canonical URL is in place can prevent this.

3) What did you find in the data?

The data from your website shows that you have 12,636 pages with duplicate content. A lot of these pages seem to be archives of different sermons and bible studies as you can see from the sample from the data I provided below.



12,636 pages have duplicate content issues

Duplicate content generally refers to substantive blocks of content within your website (or on another domain) that completely match other content or are appreciably similar. While search engines do a good job of choosing a version of the content to show in their search results, it's best practice to reduce or eliminate duplicate content as much as possible. Learn more

#1Peter Archives - Faith Lutheran Church https://www.faithlc.com/tag/1peter/	https://www.faithlc.com/tag/1peter/
#Beloved Archives - Faith Lutheran Church https://www.faithlc.com/tag/beloved/	https://www.faithlc.com/tag/beloved/
#Bibleclasses Archives - Faith Lutheran Church https://www.faithlc.com/tag/bibleclasses/	https://www.faithlc.com/tag/bibleclasses/
#Bibleclasses Archives - Faith Lutheran Church https://www.faithlc.com/tag/bibleclasses/	https://www.faithlc.com/tag/bibleclasses/
#Biblestudies Archives - Faith Lutheran Church https://www.faithlc.com/tag/biblestudies/	https://www.faithlc.com/tag/biblestudies/
#Biblestudies Archives - Faith Lutheran Church https://www.faithlc.com/tag/biblestudies/	https://www.faithlc.com/tag/biblestudies/
#CallingNathaniel Archives - Faith Lutheran Church https://www.faithlc.com/tag/callingnathaniel/	https://www.faithlc.com/tag/callingnathaniel/
#CallingNathaniel Archives - Faith Lutheran Church https://www.faithlc.com/tag/callingnathaniel/	https://www.faithlc.com/tag/callingnathaniel/

4) Recommendations based on what you found in the data

In this situation I'm not sure if it would be necessary to go through and change whatever seems to be duplicated in these pages. The only concern would be that search engines may not know which page to choose to list on search engine results, so they may just choose whatever they think is "best" while the other pages are ignored by google. If you have a specific page that you want to be shown, like for example the most recent sermon, or bible study, you can use rel='canonical' tags which tells the search engine that this page is the most important.

Low Word Count

1) What is Low Word Count?

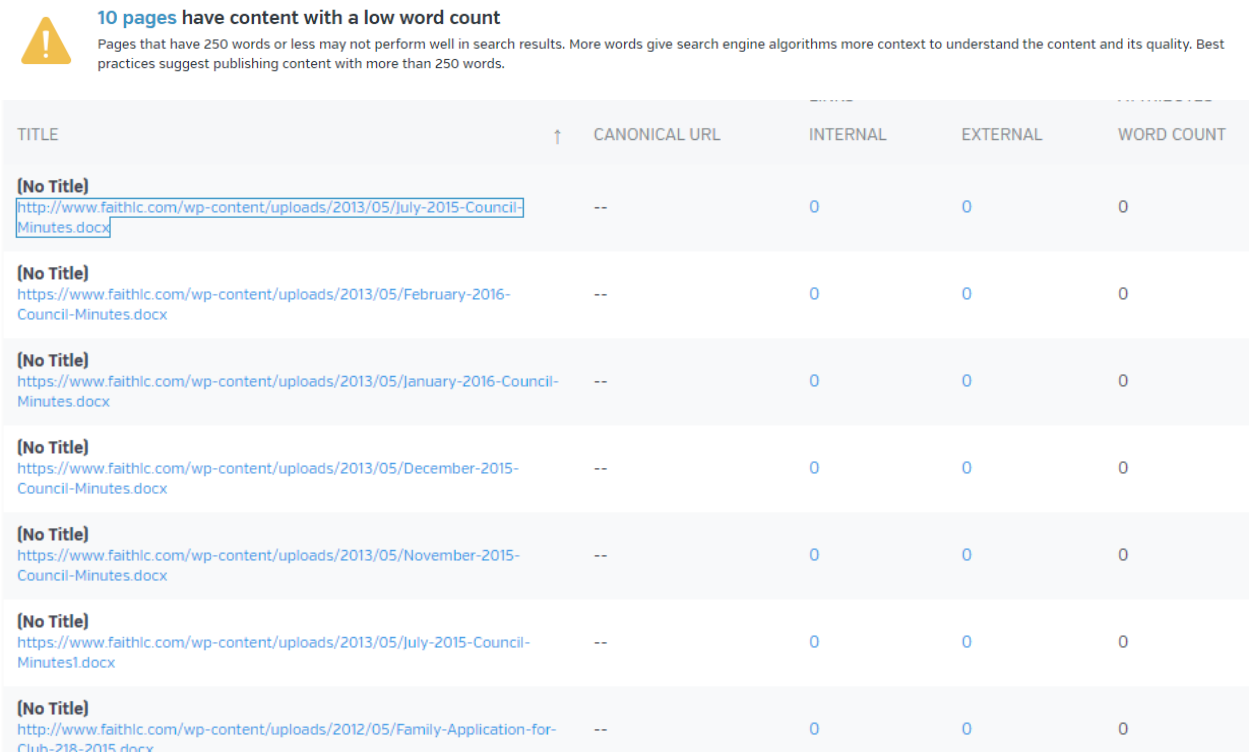
Low word count deals with the content appearing on each webpage, specifically, the amount of words on a page. Pages that have 250 words or less are considered to have a low word count.

2) Why does Low Word Count matter?

The pages with less than 250 words may not perform well in search results. Having more words gives search engine algorithms more context to understand the content and quality of the page which in turn, can better match your website to search engine queries.

3) What did you find in the data?

The data shows that you have 10 pages with low word count. These pages seem to be obscure pages with no titles and when click just lead to a download of a word document for "Council Minutes".



10 pages have content with a low word count

Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words.

TITLE	CANONICAL URL	INTERNAL	EXTERNAL	WORD COUNT
(No Title) http://www.faithlc.com/wp-content/uploads/2013/05/July-2015-Council-Minutes.docx	--	0	0	0
(No Title) https://www.faithlc.com/wp-content/uploads/2013/05/February-2016-Council-Minutes.docx	--	0	0	0
(No Title) https://www.faithlc.com/wp-content/uploads/2013/05/January-2016-Council-Minutes.docx	--	0	0	0
(No Title) https://www.faithlc.com/wp-content/uploads/2013/05/December-2015-Council-Minutes.docx	--	0	0	0
(No Title) https://www.faithlc.com/wp-content/uploads/2013/05/November-2015-Council-Minutes.docx	--	0	0	0
(No Title) https://www.faithlc.com/wp-content/uploads/2013/05/July-2015-Council-Minutes1.docx	--	0	0	0
(No Title) http://www.faithlc.com/wp-content/uploads/2012/05/Family-Application-for-Club-218-2015.docx	--	0	0	0

4) Recommendations based on what you found in the data

Because the untitled pages are so obscure it may be unnecessary to do much with them. If you want search engines to be able to comprehend the page and display it on a SERP page content needs to be added to these pages. These pages would also need titles, but that issue is covered in a different section. I would discuss this with your web developer and decide the best course of action, if any is necessary.

Link Issues:

Link are used to navigate around a site or to another site. Link issues occur when the links are not properly executed or are broken. The specific topics we will analyze in this section include Broken Internal Links and Broken External Links.

Broken Internal Links

1) What is a broken internal link?

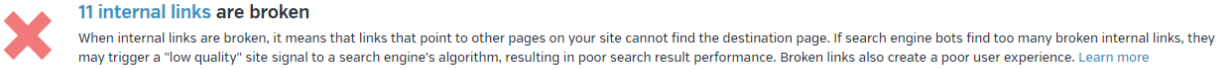
When internal links are broken, it means that links that point to other pages on your site can't find the destination page because the link is wrong, or the page has been moved or deleted.

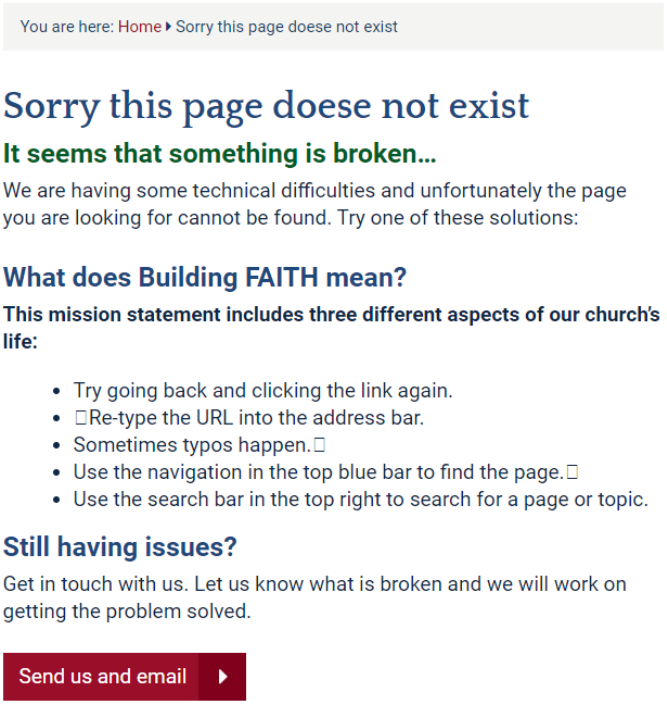
2) Why do broken internal links matter?

If search engine bots find too many broken internal links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance and may also create a poor user experience.

3) What did you find in the data?

The data shows that the site has 11 broken internal links resulting in sending the user to the church's customized error page. Below, is a screen capture of the customized error page that pops up when the internal link is broken.




You are here: Home ▸ Sorry this page doese not exist

Sorry this page doese not exist

It seems that something is broken...

We are having some technical difficulties and unfortunately the page you are looking for cannot be found. Try one of these solutions:

What does Building FAITH mean?

This mission statement includes three different aspects of our church's life:

- Try going back and clicking the link again.
- Re-type the URL into the address bar.
- Sometimes typos happen.
- Use the navigation in the top blue bar to find the page.
- Use the search bar in the top right to search for a page or topic.

Still having issues?

Get in touch with us. Let us know what is broken and we will work on getting the problem solved.

Send us and email ▸

4) Recommendations based on what you found in the data

I would recommend that the company work on redirecting these broken links, which is an ongoing process. As the website is continually updated, more broken internal links will occur. The company should monitor links and go through and redirect broken links regularly. The company should also update their customized error page so that it is clearer and more user friendly. This will better customer experience while browser your site.

Broken External Links

1) What is a broken external link?

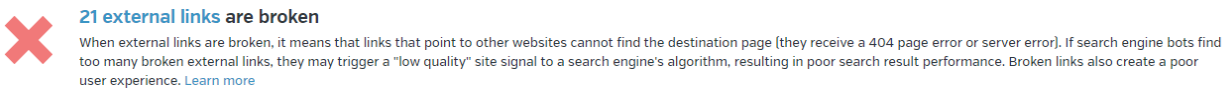
When external links are broken, it means that links that point to other websites can't find the destination page, resulting in a 404 page or server error. Many times, external broken links are due to typos in the link URL, however, they can also be caused by the deletion of a page.

2) Why do broken external links matter?

If search engine bots find too many broken external links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance and may also create a poor user experience.

3) What did you find in the data?

The data shows that 21 external links within the site are broken resulting in a 404 error page.


21 external links are broken

When external links are broken, it means that links that point to other websites cannot find the destination page (they receive a 404 page error or server error). If search engine bots find too many broken external links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience. Learn more

4) Recommendations based on what you found in the data

Because you don't have access to the third party website to which you are linking, fixing external links is different than fixing internal links. In order to fix these links, you would need to be in contact with the owners of the third party site and request that the link be updated, corrected, or removed.

Images Issues:

Images are the photographs used within your website. Most issues with images come from improperly inputting images. The specific topics we will analyze in this section include Alt Text and Broken images.

Alt Text

1) What is Alt text?

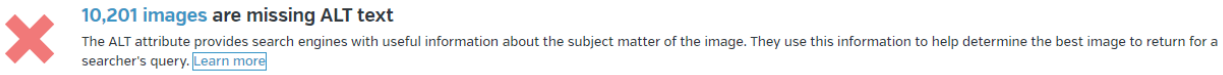
Search engine are not able to make sense of images as they cannot actually "see" them. The Alt text attribute provides search engines with useful information about the subject matter of the image and allows Search Engines to better understand the content of the page.

2) Why does Alt text matter?

Because search engines can't read what is in an image, they use the information gathered from the Alt text attribute to help determine the best image to return for a searcher's query. Alt text also improves accessibility for people who can't see images on web pages, including users who use screen readers.

3) What did you find in the data?

The data shows that 10,201 images are missing Alt text. This is likely all of the images on the site. This means there was likely no prior knowledge of Alt text, so it should definitely be addressed.



4) Recommendations based on what you found in the data

My recommendation based on the data is to add Alt text to all images from now on and systematically go through and insert Alt text onto existing images on the site. Part of what Alt text does is provide accessibility to those who may be unable to see or load webpages, so it is important to fix to ensure you are accommodating to those people. When choosing Alt text, you should focus on content around information-rich keywords that are appropriate with the content of the image and the content surrounding the image. However, be sure to avoid keyword stuffing, as this can result in a bad user experience and may put your site at risk of being labeled as spam.

Broken images

1) What are broken images?

A broken image error occurs when an image is either corrupted or it no longer exists.

2) Why do broken images matter?

If a search engine bot finds too many broken images, they may trigger a “low quality” site signal to a search engine’s algorithm, resulting in poor search performance. Broken images may also create a bad user experience deterring people from using your site.

3) What did you find in the data?

The data shows that your site has 3 broken images.

3 images are broken

When images are broken, it means that they are corrupted or no longer exist. If search engine bots find too many broken images, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken images also create a poor user experience.

4) Recommendations based on what you found in the data

Although 3 broken images are not many and should not heavily impact your search performance, my recommendation would be to find these images and either replace or remove them as they are not benefitting your website at all currently.

PAGE	FILENAME	ALT TEXT	TITLE TEXT	ATTRIBUTES BROKEN	SIZE
Adult Forum Archives - Page 5 of 7 - Faith Lutheran Church https://www.faithlc.com/category/adult-forum/page/5/	https://www.faithlc.com/wp-content/uploads/2012/07/temp-Dorms□future-Hospital--300x223.jpg	No Text	temp Dorms□future Hospital	Yes	0KB
Bennett Family in Nigeria - Faith Lutheran Church https://www.faithlc.com/bennetts-in-nigeria/	https://www.faithlc.com/wp-content/uploads/2012/07/temp-Dorms□future-Hospital--300x223.jpg	No Text	temp Dorms□future Hospital	Yes	0KB
Missions Archives - Page 7 of 10 - Faith Lutheran Church https://www.faithlc.com/category/missions/page/7/	https://www.faithlc.com/wp-content/uploads/2012/07/temp-Dorms□future-Hospital--300x223.jpg	No Text	temp Dorms□future Hospital	Yes	0KB

Semantic Issues:

Semantics deals in linguistic processing. Issues arise here when search engine algorithms are not able to accurately process or understand the information on your webpage. The specific topic we will be analyzing in this section is Headers.

Headers

1) What are headers?

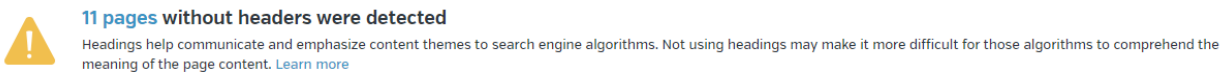
A header helps communicate and emphasize content themes to search engine algorithms. Basically, it helps search engines understand the content of your webpage and better connect your website to users’ queries.

2) Why do headers matter?

Not using headings may make it more difficult for search engine algorithms to comprehend the meaning of the page content. In extreme cases, this could result in a lower search engine ranking because search engine algorithms are not able to understand the content of the webpage.

3) What did you find in the data?

The data shows that you have 11 pages missing headers.



4) Recommendations based on what you found in the data

Although this issue is fairly minor in the grand scheme of things, my recommendation based on the data would be to go through and fix these pages by adding in headers, as it is a best practice to place headers on all pages as it better enables search engine algorithms to make sense of content on the page. Looking ahead, I would ensure that new pages contain headers.

Page Speed-Desktop and Mobile:

Page speed optimization is the process of improving your pages so that they reduce the time and bandwidth required for end users to download and display the content of your pages. The specific topic we will analyze in this section is Optimizing Images.

Optimize Images

1) What does optimize images mean?

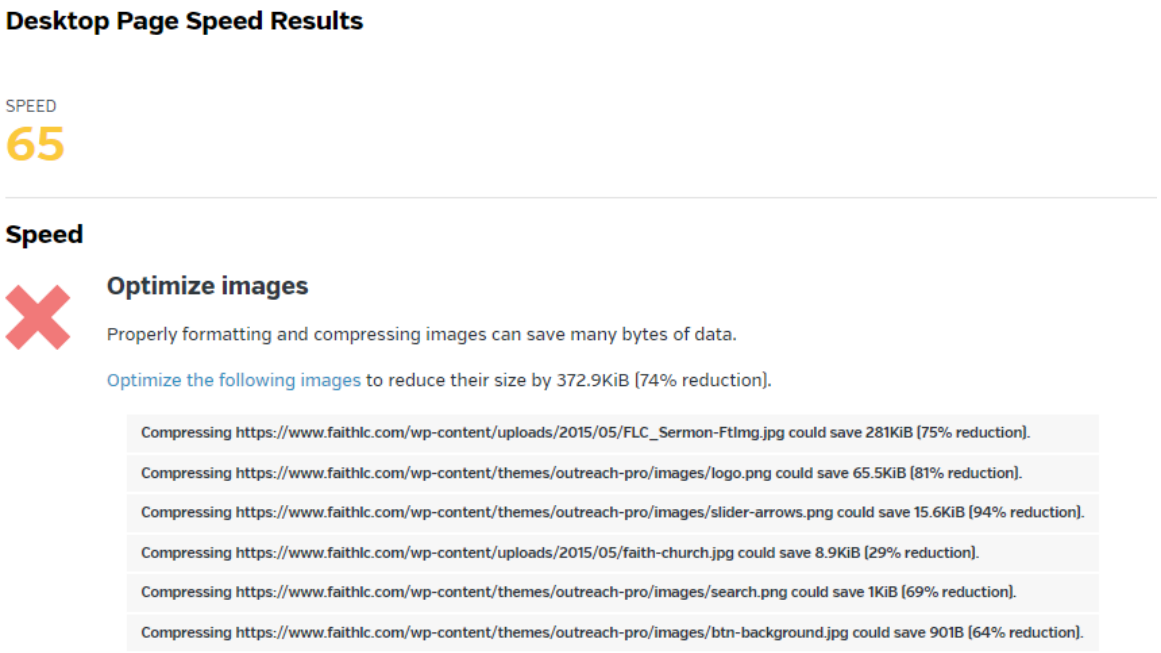
Optimizing images means that you take the necessary steps to ensure an image's file size formatted correctly to reduce the file size without significantly impact the visual quality of the image.

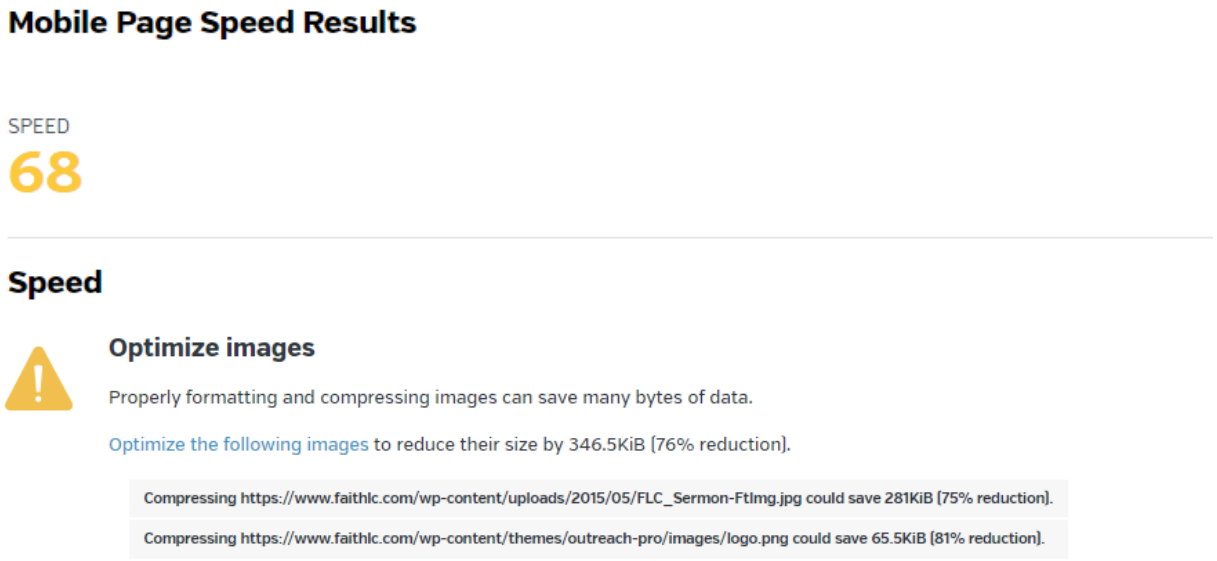
2) Why do optimized images matter?

Images account for most of the downloaded bytes on a page. Because of this, optimizing images can result in some of the largest byte savings and in turn, the greatest performance improvements. The fewer bytes the browser has to download the faster the browser can download and render the page content on the screen (basically it will load faster). Fast load speed is an important part of the user experience, if the page is taking forever to load, it is more likely the user will abandon the page.

3) What did you find in the data?

The data shows a desktop speed score of 65 out of 100 and a mobile page speed score of 68 out of 100, both of which need some work. The optimization of images is the top concern on the Desktop page speed results and the second down on the mobile page speed list. As you can see the red "X" represents the largest concerns and the yellow "!" is the next priority.





4) Recommendations based on what you found in the data

My recommendation based on what I found in the data for your website would be to learn how to optimize images. This careful analysis across quite a few dimensions including, the type of data being encoded, image format capabilities, quality settings, resolutions, and more. In addition, you may need to consider whether some images may be better in a vector format, if the desired effects can be achieved via CSS, and how to deliver appropriately scaled assets for each type of device. The easier option would be to discuss this with your web developer at Vivid image to determine the easiest way to go about this or if this is something they can handle for you.

OFF-SITE EVALUATION

Overview

This document contains an analysis of an offsite audit for the Faith Lutheran Church online presence, consisting of four sections:
A look at Faith Lutheran's Search Engine Business Listing.
A search Engine Business Listing Analysis for Google, and a Name, Address, Phone Number (NAP) Analysis. The focus here is on identifying and taking control of online listings of your business.
A look at the reviews Faith Lutheran receives and how they are addressed.
A competitor-based Site Performance Analysis that compares key performance indicators for Faith Lutheran Church next to identified competitors.
A look at some additional metrics that may contribute to overall offsite presence.

URL Evaluated: https://www.faithlc.com/

Executive Summary

Faith Lutheran Church is listed with Google My Business and the listing has been claimed. The same is true for Bing Places for business and their Maps.
The NAP analysis shows a few minor inconsistencies within the listings. The most significant being that of the name of the business. A few listings contain "ELCA" and a few contain "LCMC" which may indicate contrasting information. There is also a company associated with your business by it having the same address.
Reviews of Faith Lutheran Church show an overall high regard for the business by its community. Reviews should continue to be addressed.
The Competitor Analysis gives an overview of performance compared to other local churches. Faith Lutheran has a good standing but should consider improving metrics discussed to improve their standing.

Faith Lutheran Church Search Engine Business Listings:

1) What is a Search Engine Business Listing?

A Search Engine Business Listing can be broken down into two main areas of concern. One of which, deals with the information that is given in a location-based search. This is the information shown in Google maps.

The second area of interest is in the business listings that are associated with the map functions that can be claimed by your business. This information is what is shown in Google My Business.

2) Why does it matter?

This information is important for brick-and-mortar businesses to have listed in maps because it is a primary source for localized search traffic. If your business is not listed, or if the information is incorrect or inconsistent, it will inhibit the ability of people to find your business when doing a geography/location-based search.

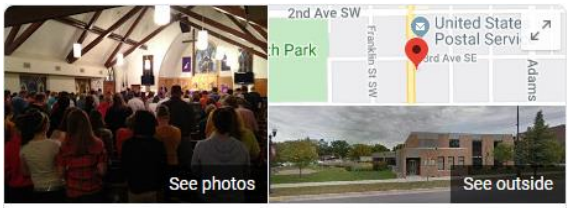
3) What does the data show?

The data I analyzed from Google shows that the Google My Business information has been claimed. You can see where it says, “suggest an edit”, this means that it has been claimed and is a way to protect the owner and the business from anyone being able to edit or make changes to the information on Google My Business. We do not know who holds access to this information because Google protects that as well. There is a process to claim this property if you do not have access, however this can be challenging.

I have also looked at data from Bing because it is important to know that other search engines may be used, and it may be just as important to analyze that data as well. From what I can see, the information has been claimed as again you see a “suggest an edit” button.

4) Recommendation based on what is found in the data.

My recommendation would be to ensure information on these profiles is consistent. I did see that on Bing the business hours are shown but they are not listed for Google My Business. There is a process to essentially export your Google My Business information to other places like Bing to ensure consistency, however, I would first add to your Google My Business information to make sure it provides as much insight into your business as possible. Below I have shown first on the left, the Google My Business, and second, on the right, the information from Bing.



Faith Lutheran Church

Website | Directions | Save

4.8 ★★★★★ 10 Google reviews

Church in Hutchinson, Minnesota

Address: 335 Main St S, Hutchinson, MN 55350

Phone: (320) 587-2093

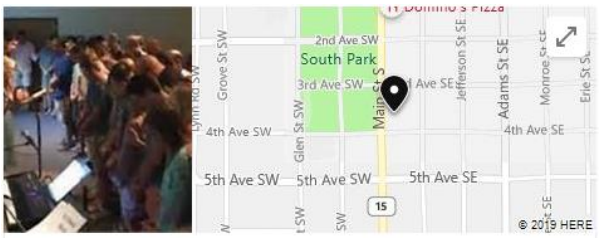
Suggest an edit

Add missing information

Add business hours

Events

Thu, Oct 24 6:30 PM	Crossways Year 1
Sun, Oct 27 10:10 AM	Foundation Service
Sun, Oct 27 3:00 PM	Confirmation Services



Faith Lutheran Church

Church

Directions | Website

Address: 335 Main St S, Hutchinson, MN 55350

Phone: (320) 587-2093

Suggest an edit

Open

7:30 AM - 5:00 PM

Reviews

★★★★★ (46)

Facebook · Feb 08, 2019 05:14 AM
Great pastors, excellent staff. Just a church where you feel welcome.
Full review

★★★★★ Facebook · Feb 27, 2017 09:57 AM
We love coming to Faith! Uplifting, fun welcoming community! Really enjoy the Foundation service and summer outdoor services! Full review

★★★★★ Facebook · Nov 16, 2015 05:53 PM
Love this place ! Very welcoming and my daughter LOVES her Sunday school ! Sunday mornings are now one of my favorites with the family :)
Full review

See more reviews

Name, Address, and Phone Number (NAP) Analysis

1) What is a NAP Analysis?

A NAP analysis looks at listings to see how consistently the company appears across the internet using the most common data points for identifying the business, which are their Name, Address, and Phone Number.

2) Why does it matter?

The search engines use data from sources across the internet. There are primary sources that are under control of the entity (your business) being listed such as Google My Business and Facebook. There are also Direct Network sources where the entity (you) can affect, establish, or control a listing such as Superpages, CitySearch, and others. There are also indirect network sites that rely largely on end user contributions, such as Yelp. The search engines use the data from these sources and networks to associate the information with your business. Inconsistent information reduces the ability of the search engines to provide the traffic to you in cases where there is no clear identification of the entities' name, address, and phone number.

3) What does the data show?

- There are inconsistencies of the business name
    - Faith Lutheran Church is associated with listings under "Lutheran Social Services" in Yelp listing
    - Unknown if this is connected to Faith Lutheran Church
    - Faith Lutheran Church is listed under "Faith Lutheran Church Elca" on various listings
    - Faith Lutheran Church is listed under "Faith Lutheran Church-Lcmc" on various listings
- Facebook listing URL is a non-secure link
    - The website is a secure site
    - It is best practice to use https:// rather than http:// even though this issue has to do with the protocol and not the domain name, it should be updated to the secure access
- Various inconsistencies with the address of the business
    - Some specify Hutchinson, MN 55350 and some do not

	Business Name	Address	Phone	Status
Google View Listing	Faith Lutheran Church	335 Main St S, Hutchinson, MN 55350	3205872093	Not Verified Through Yext
Yahoo View Listing	Faith Lutheran Church	335 Main St S	3205872093	Not Verified Through Yext
Facebook View Listing	FAITH LUTHERAN CHURCH - HUTCHINSON, MN	335 Main St S, Hutchinson, MN 55350	3205872093	Different Business Name
Bing View Listing	Faith Lutheran Church	335 Main St S, Hutchinson, MN 55350	3205872093	Not Verified Through Yext
Yelp View Listing	LUTHERAN SOCIAL SERVICES	335 Main St S, Hutchinson, MN 55350	3205872093	Different Business Name
MapQuest View Listing	Faith Lutheran Church	335 Main St S, Hutchinson, MN 55350	3205872093	Not Verified Through Yext
Superpages View Listing	Faith Lutheran Church	335 Main St S	3205872093	Not Verified Through Yext
Citysearch View Listing	Faith Lutheran Church	335 Main St S	3205872093	Not Verified Through Yext
Foursquare View Listing	Faith Lutheran Church	335 Main St S, Hutchinson, MN 55350		Wrong Phone Number
DexKnows View Listing	Faith Lutheran Church	335 Main St S	3205872093	Not Verified Through Yext
Insider Pages View Listing	Faith Lutheran Church	335 Main St S, Hutchinson, MN 55350	3205872093	Not Verified Through Yext
MerchantCircle View Listing	Faith Lutheran Church Elca	335 Main St S	3205872090	Not Verified Through Yext
pr.business View Listing	FAITH LUTHERAN CHURCH-LCMC	335 Main St S, HUTCHINSON, MN 55350	3205872090	Not Verified Through Yext
eLocal View Listing	Faith Lutheran Church	335 Main St S	3205872093	Not Verified Through Yext
EZlocal View Listing	Faith Lutheran Church-Lcmc	355 Main St S	3205872093	Not Verified Through Yext
LocalDatabase View Listing	Faith Lutheran Church-Elca	335 Main St S, Hutchinson, MN 55350	3205872093	Not Verified Through Yext

4) Recommendations based on what is found in the data.

As previously mentioned, the most important thing is to remain consistent across all sources of information. Decide definitively what you want to use as your name, address, phone number, and URL. Then use the same format for everything from your website, search engine business listings, and any others.

You may also want to stake claim on your business or make recommendations for updates to the indirect networks as well.

Backlinks

1) What is a Backlink?

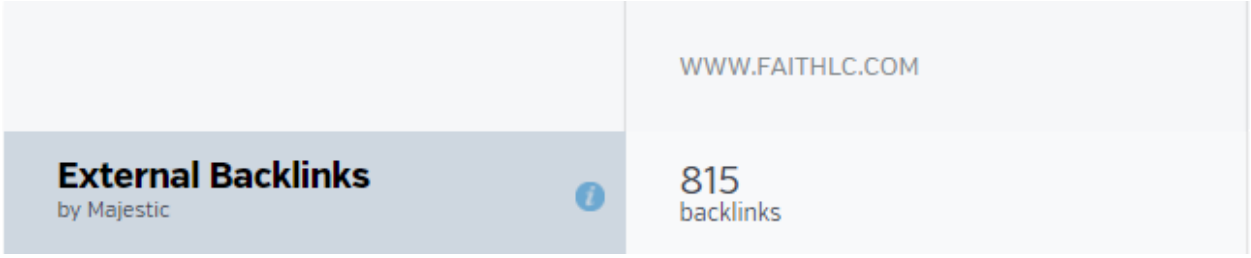
An external backlink is defined as a link on another website pointing to your own website.

2) Why do they matter?

The more links you have pointing to your site, the more authority with search engines the website is thought to have. Basically, it gives your site more creditability knowing that all these other site trust and endorse your site.

3) What does the data show?

The data shows that your site has 815 backlinks, and this is for your whole domain, which means it looks at every webpage within your website not just the URL shown in the data example below.



4) Recommendations based on what is found in the data.

The more good backlinks the better. A great way to obtain more backlinks is to network with relevant businesses and websites with higher authority and collaborate to establish backlinks. You can also actively manage backlinks to ensure their health.

Reviews

1) What are Reviews?

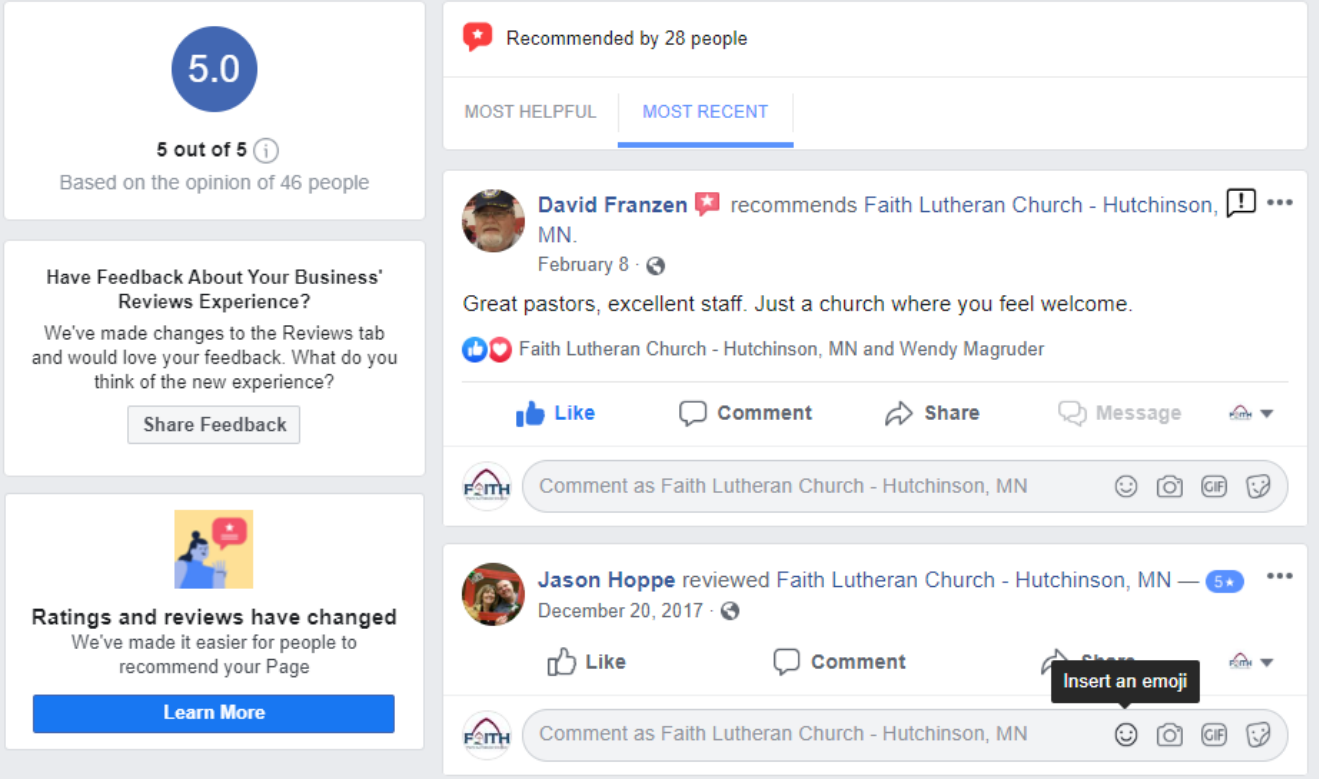
A review provides a business with insight from a customer experience and gives the business an overall idea of how they're doing in the eyes of the customer.

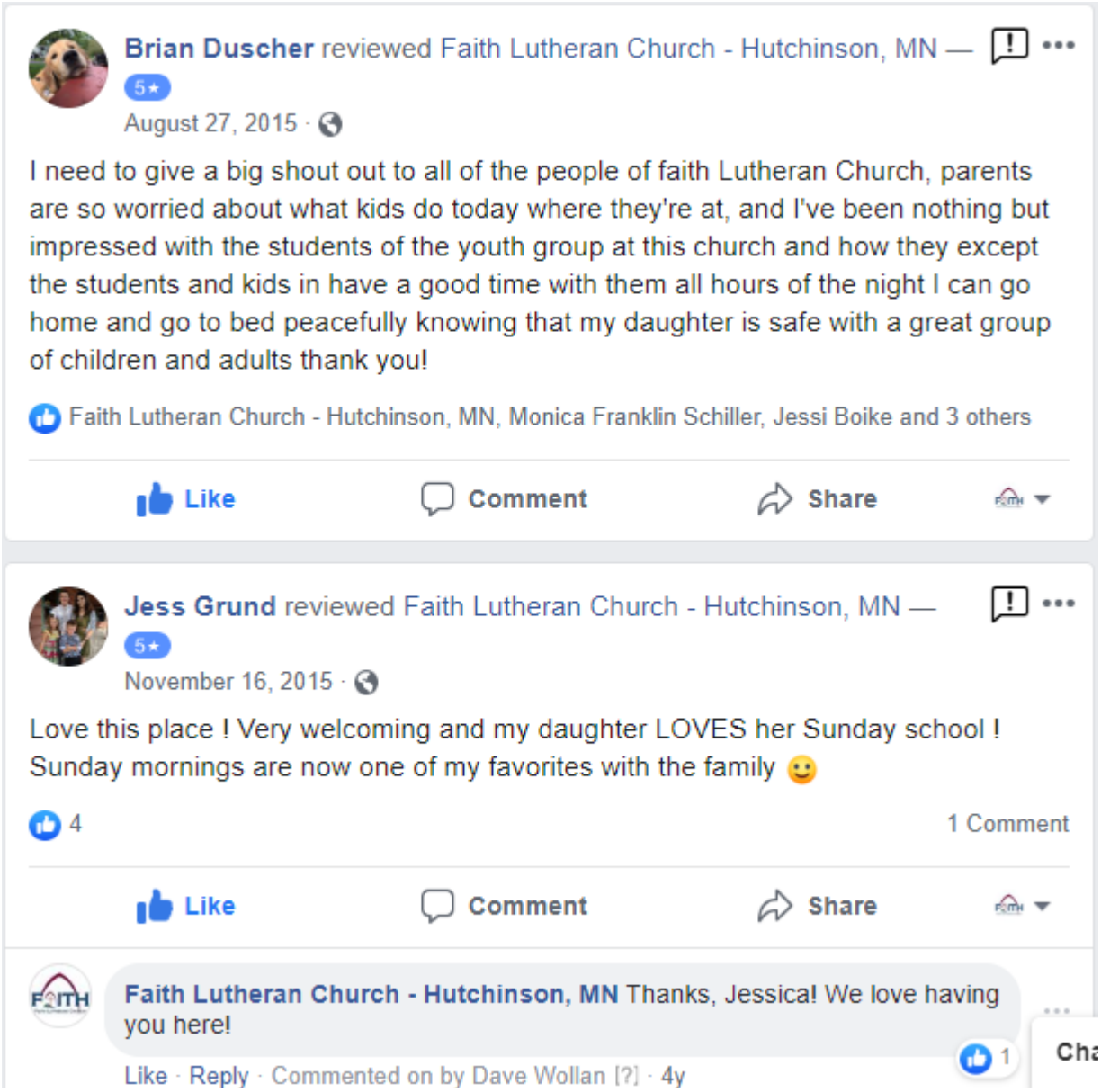
2) Why do they matter?

Reading, responding, and making necessary business changes based on reviews can help a business improve the customer experience and better retain loyal customers. Common issues may present themselves within reviews and give a business better insight from the perspective of the customer so the business can be better for the customer.

3) What does the data show?

I found the data through searching the business, and clicking on the Google My Business profile, which led me to the Facebook page which contains reviews. Overall, the reviews received are great with most being 5 stars. As you can see in the sample data I provided below, based on the opinions of 46 people, you have received a 5 out of 5 score. You can also see in the second image that the church has engaged in responding to reviews which is a good practice to continue.





4) Recommendations based on what is found in the data.

As a church, reviews may not be a Key Performance Indicator (KPI). However, it is still great to know how your business is doing in the eyes of the customer (in this case community). My recommendation would be to be conscious of reviews and encourage people's feedback. It is also a great practice to be in the habit of responding to reviews to better connect with customer, or in this case the church community. It allows people to feel heard and understood and increases customer loyalty.

Competitor Analysis and Additional Metrics

1) What is a competitor Analysis?

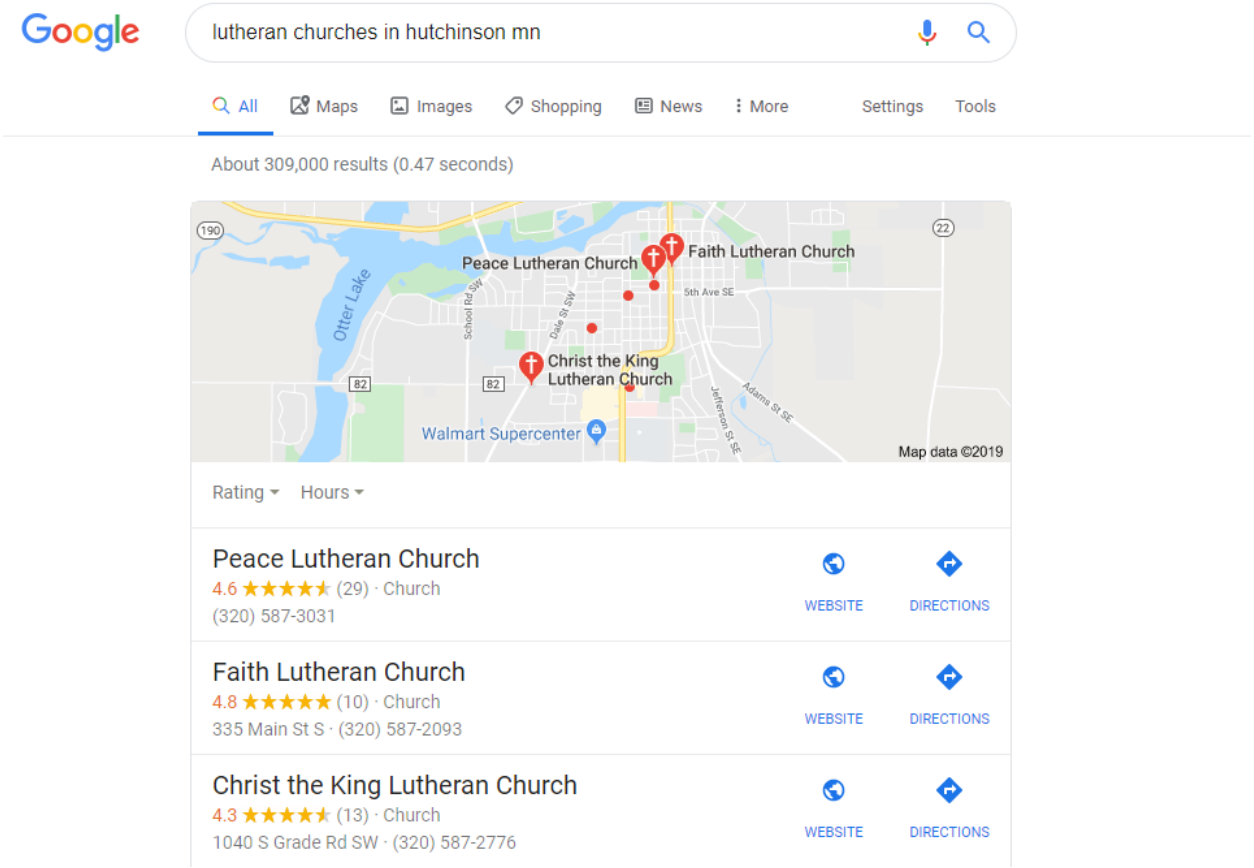
A competitor analysis pulls data from determined competitors and compares certain metrics to see how your business stands up against others.

2) Why does it matter?

If your direct competitors rank higher than you in the metrics listed, this may indicate that they will be placed higher on the SERP results. The competitor analysis allows a business to see areas they may need improvement in or are lacking compared to competitors. It also shows where your business excels compared to competitors, which may give a business insight and the ability to play to their strengths.

3) What does the data show?

I chose the competitors based on a broad local search of “Lutheran churches in Hutchinson MN” as you can see in the SERP example below.



4) **Recommendations based on what is found in the data**
   A competitor analysis may not be a Key Performance Indicator (KPI) for a Church, however, it is good to know where your business stands in comparisons to others in your field and to take a look at some additional metrics that you may want to work on improving. Faith Lutheran Church has a good standing in the competitor analysis but there is always room to improve. This analysis give an overview of Faith Lutheran performance and I would recommend going through these metrics and learning how and where you can improve, not necessarily in regard to competition with other churches, but simply as a way to increase your own business standing.

The data shows Faith Lutheran ranks highest in quite a few SEO metrics including Backlinks, Citation Flow, Trust Flow, and Domain Authority.

Backlinks are looked at by a number of tools and counted to give you the number shown in the data below.

	WWW.FAITHLC.COM	ctkhutch.com	plchutch.org
External Backlinks by Majestic	815 backlinks	289 backlinks	✓ 1,240 backlinks
External Backlinks by Moz	✓ 220 backlinks	47 backlinks	83 backlinks

Citation Flow

1) **What is a Citation Flow?**
   A Citation Flow predicts how influential a domain or URL might be based on how many sites link to it. The score is given on a 0-100 scale.

2) **Why does Citation Flow Matter?**
   The more sites that link to your site the higher the citation flow score is. If you have many sites linking to your site it gives search engines the idea that your site is good quality.

3) **What Does the data show?**
   The data shows that the Faith Lutheran site received a score of 23 out of 100 for Citation Flow, which compared to competitors is good!

4) **Recommendations based on what is found in the data.**
   There is not much a business can do to influence their citation flow score. My best recommendation would be continuing to network with businesses and websites similar to that of Faith Lutheran. Building these connections may encourage other sites to link back to yours which would then increase the citation flow score.

Trust Flow

1) **What is a Trust Flow?**
   A trust flow predicts how trustworthy a site is based on how trustworthy its linked neighbors are. The score is given on a 0-100 scale.

2) **Why does a Trust Flow matter?**
   A trust flow is basically all about who your business associates with; who links to you and who you link to. If a website is associated with untrustworthy websites they will receive a lower score. A lower score means that the site may not be seen as trustworthy and may get moved down on results pages.

3) **What does the data show?**
   The score Faith Lutheran has received for trust flow is 32. By looking at the competitor analysis, you can see that although this score may seem low, it is above that of competitors.

4) **Recommendations based on what is found in the data.**
   My recommendation for trust flow is similar to that I gave for citation flow. A website is not able to directly influence the score, but by networking and building relationships with trustworthy sites and business you may be able to raise your score.

Domain Authority

1) **What is Domain Authority?**
   Domain Authority is a score of how well a given domain is likely to rank in Google's search results. The score is given on a 0-100 scale.

2) **Why does Domain Authority matter?**
Domain authority gives your business an overall idea of how search engines views your website. Maintaining a higher score enables a business to know that their website should do well in search engine results

3) **What does the data show?**
The data shows that Faith Lutheran has received a score of 21 out of 100 for domain authority in the image below. Again, this is very comparable to competitors, even though it seems low.

4) **Recommendations based on what is found in the data**
Domain authority is, again, not something that can be directly influenced, however, there are things a business can do that will likely improve their score. The first being the optimization of on-page content. This is similar to issues discussed within the onsite audit. SEO matters not only for search engine ranking but also plays a large role in domain authority, so making sure title tags, image alt tags, and actual content is optimized is extremely important. The next steps deal with links. Ensuring content is linkable to earn more quality links and removing bad and toxic links to ensure your site is not associated with untrustworthy websites that may hurt your score. Managing links can be a hassle, so I recommend looking into different software options that can aid in link management.

All these metrics are given as a score 0-100 as you can see in the sample data below. Although Faith Lutheran Church score highest in these areas there is quite a bit of room for improvement.

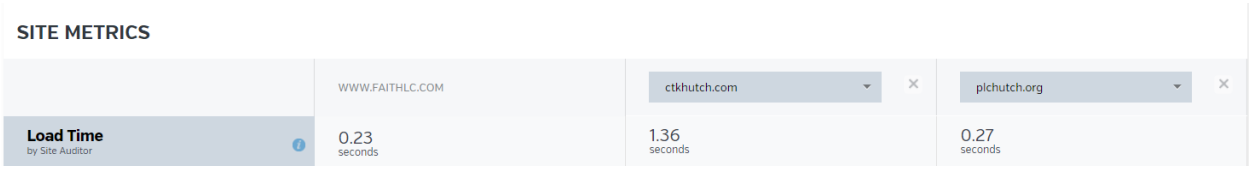
The next metrics looked at for the Competitor Analysis are site metrics that include Load time, Page speed, and Preparedness.

Load time

1) **What is load time?**
   Load time refers to how long it takes for a page to load on a user's browser.

2) **Why does load time matter?**
   The quicker a page loads the better opportunity there is to keep a user on that page and for them to explore the contents of your website. If a page takes too long to load the user may leave resulting in a bounce.

3) **What does the data show?**
   Faith Lutheran has a load time of 0.23 seconds. Which is compared to competitors in the image below. Of the competitors, Faith Lutheran has the best load time. A one second delay in page load time yields 11% fewer page views.



4) **Recommendations based on what is found in the data.**
   In this area there may not be any changes that need to be made, however it is good to be aware of what could slow down your load time to prevent that from happening. For example, you should be aware of your page content as each image, stylesheet, and script sends an HTTP request in order to load, which means the more on-page components there are, the more requests must be made, and this will impact load time. This is only one example of what to be aware of, for more information I would talk to your web developer.

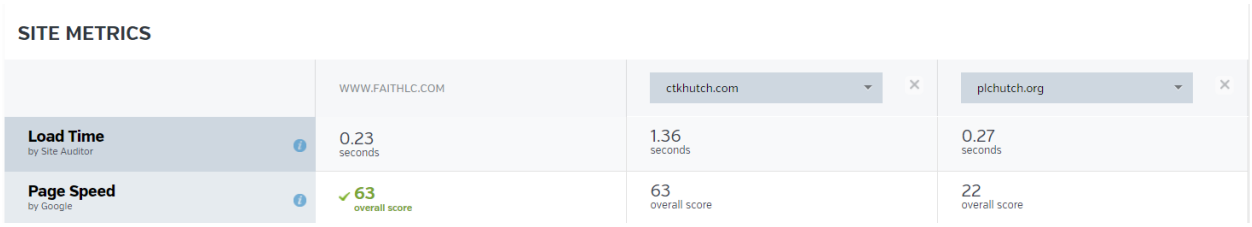
Page Speed

1) **What is page speed?**
   Page speed is a metric devised by Google, that looks at best practices the effect web page performance. Each practice is graded for the page, which contributes to the overall score.

2) **Why does page speed matter?**
   Similar to load time, page speed matters because users are impatient and likely to exit a page if it does not load quick enough.

3) **What does the data show?**
   Page Speed was discussed more in depth for Faith Lutheran within the onsite portion of this audit. From the data gathered from the competitor analysis, Faith Lutheran scored 63, which compares well with competitors.

4) **Recommendations based on what is found I the data.**
Specific recommendations are given under the page speed section of the onsite analysis.

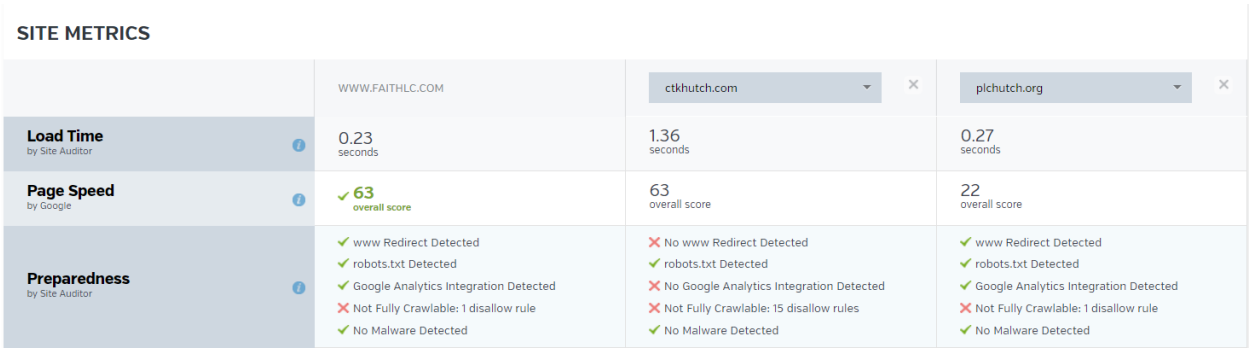


Preparedness

1) **What is preparedness?**
Preparedness looks a lot at the visibility issues discussed within our Onsite audit, looking at metrics such as redirects, robots.txt, Google Analytics integration, crawlability, and malware.

2) **Why does preparedness matter?**
Preparedness looks at many metrics associated with the onsite analysis performed. These metrics are extremely important in terms of visibility and optimizing your website for search engines.

3) **What does the data show?**
The data shows areas in which Faith Lutheran performs well and those areas that have issues or need some work and compares that with competitor's metrics.



4) **Recommendations based on what is found in the data.**
The recommendations for these metrics are located in the onsite section of this audit.

SOCIAL MEDIA AND VIDEO ANALYSIS

Overview

This document contains the analysis of social media and video accounts I have found to be associated with Faith Lutheran Church. The analysis is broken down into 2 sections

1. The use of different social media accounts
2. The use of different video accounts

Executive Summary

Faith Lutheran Church is associated with multiple social media accounts on multiple channels. Activity is fairly consistent and on active channels. It is unclear what the business goals of Faith Lutheran Church's use of social media would be, but suggestions have been made. It is unclear if there is a specific content strategy with the use of social media, but again, suggestions have been made.
The video section of this reports analyzes the Faith Lutheran Church YouTube profile and also considers the use of Soundcloud on the website. The use of video seems to be for the most part educational and production methods are less sophisticated. Finally, suggestions are made as to optimization of video and key performance indicators (KPI) that will give insights as to how the videos are performing.

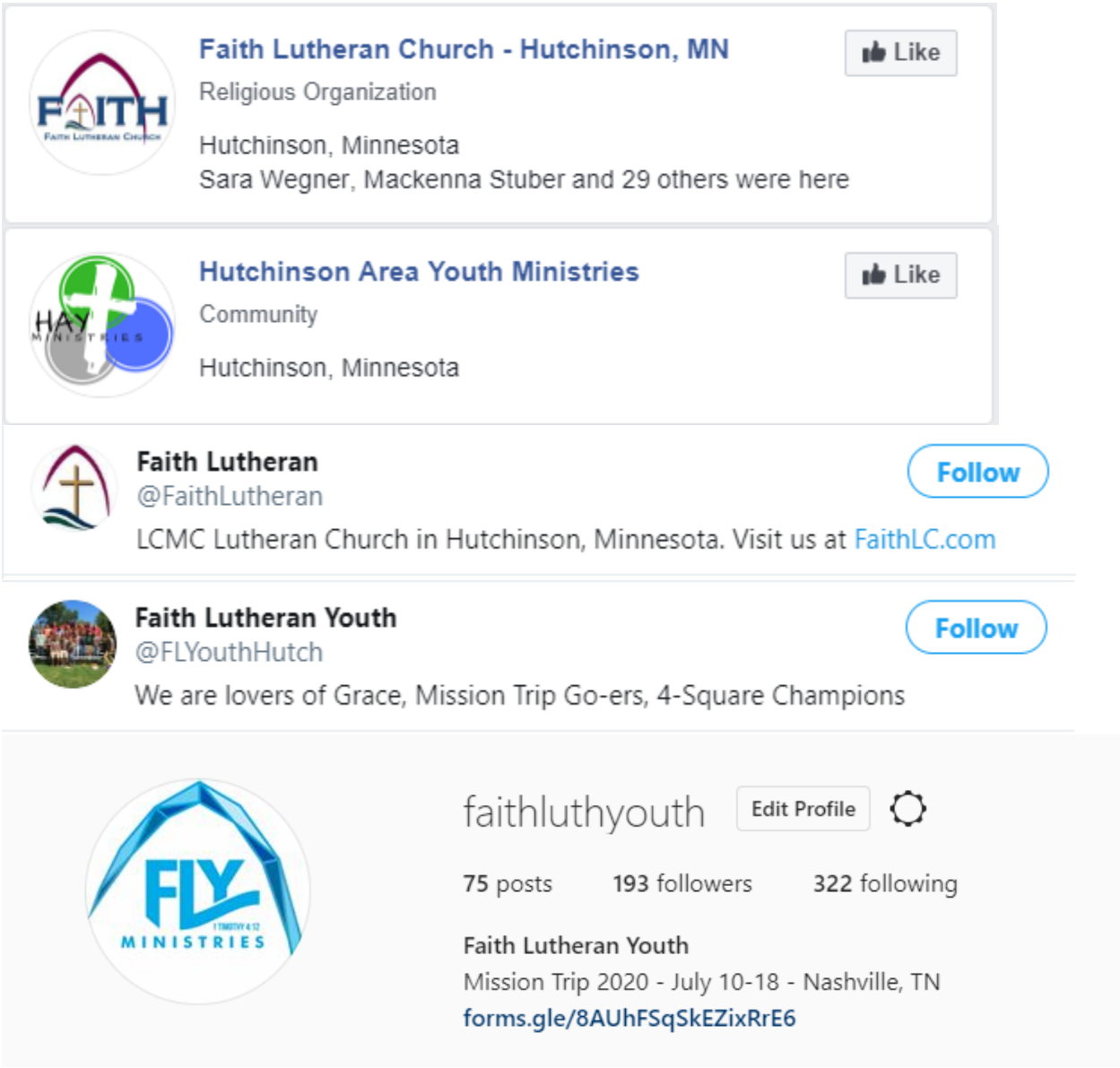
URL of social media and video profiles being analysed

Facebook:
https://www.facebook.com/FaithLutheranHutchinson?fref=ts
https://www.facebook.com/hayministries/
Instagram:
https://www.instagram.com/faithluthyouth/
Twitter:
https://twitter.com/FaithLutheran
https://twitter.com/FLYouthHutch
YouTube:
https://www.youtube.com/user/faithlchutch

Social Media:

Does it make sense for your partner to utilize social media?

I think the use of social media does make sense for Faith Lutheran Church. Maybe not in the traditional business sense, I think it is a useful tool to connect and communicate with their congregation and the surrounding community. As a church, they host many events and offer many services that could be good content to share on social media.
The church also has a large youth community that may use social media to connect and plan events. These social media accounts may be used in a less "business" manner, more so just giving the youth a space to connect with each other and the church.
The following are the social media accounts that I have considered in the process of this audit. The "Hutchinson Area Youth Ministries" Facebook account is included but I am aware it a shared group between more than one youth ministry, so I took that under consideration in my evaluation.



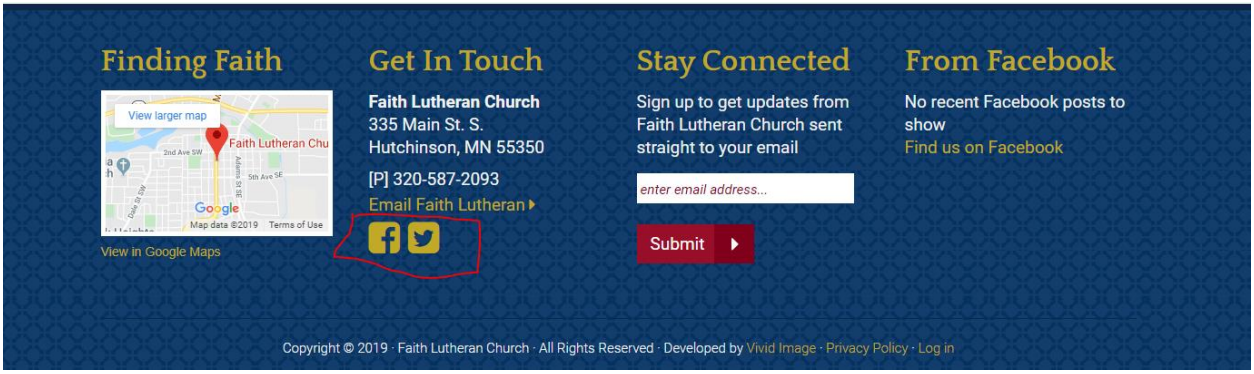
Appropriate types of social media to use in this business

My opinion is that any social media could be relevant and appropriate for this business. They have plenty of education information that they share, as well as services, events, gatherings, and activities that can generate great content.

Recommendation
My recommendation would be to make use of any social media they see fit. However, only if there is going to be adequate effort put into content, engagement, and keeping the channel active.

Links to Social Media on Faith Lutheran Website

Faith Lutheran Church has their main Facebook account and their main twitter account linked as icons in the footer of their website as I have shown in the image below.



Recommendation
My recommendation would be to link all active social media accounts on the website to give users more of an opportunity to access them or even be aware that they exist. This may, in turn, increase engagement on the different linked social media channels.

Social Media Activity

The most active social media would be the Faith Lutheran Facebook page. That account posted basically every day. The Hutchinson Area Youth is also very active but that is also a shared account with other churches. The Instagram account that I could find is pretty active as well posting about once a week. The main Faith Lutheran Twitter page seems to be focusing on sharing pages from the website that seem to be some kind of bible study or sermon. The Faith Lutheran Youth Twitter page is very inactive and hasn't been posted in for a few years.

Recommendation
My recommendation would be to pick up activity on accounts that have been in active. Faith Lutheran Church does have quite a few different accounts. It may be a good idea to establish who has control and responsibility of what account. There are also many different software systems that can help schedule and plan social media posts and campaigns across different accounts and channels. This would help keep everyone on the same page and keep social media activity consistent across channels even if content differs.

Social Media Business Goals

From what I have seen business goals in relation to social media are slim. I would say if they were to have goals it would revolve around engagement and outreach. For example, they share a lot about different bible studies and such, the more people that see and interact with that the more people they may attract to join that bible study.

Recommendation
My recommendation would be to start small and develop a simple measurable business goal, such as a certain amount of engagement on a social media account. Come up with specific steps to reach this goal, create content aligned with these steps, measure the progress, evaluate the outcome with the goal was achieved or not and why, and from there expand goals to more channels.

Social Media Content Strategy

I'm not sure if Faith Lutheran Church is pursuing a certain social media strategy. I have talked with them about some of the basics, like using good quality photos, how people respond better to photos and videos than just text, and other things like that. They do seem to have very different uses for their different social medias. Facebooks is very general information, events, and updates, which may work best as it is their largest platform that will reach the most people, which aligns well with the content posted there. Twitter is very much focused around this bible study/ sermon posting. Finally, the youth stuff is all separate and this may be beneficial as the content is target towards these kids (high school/middle school age) and their activities.

Recommendation
My recommendation would be to align content strategy with the business goals they develop. These strategies may be different across different platforms because of the varied uses of different social media channels but should stay consistent with the business's goals.

Faith Lutheran Church's Reputation Management Strategy

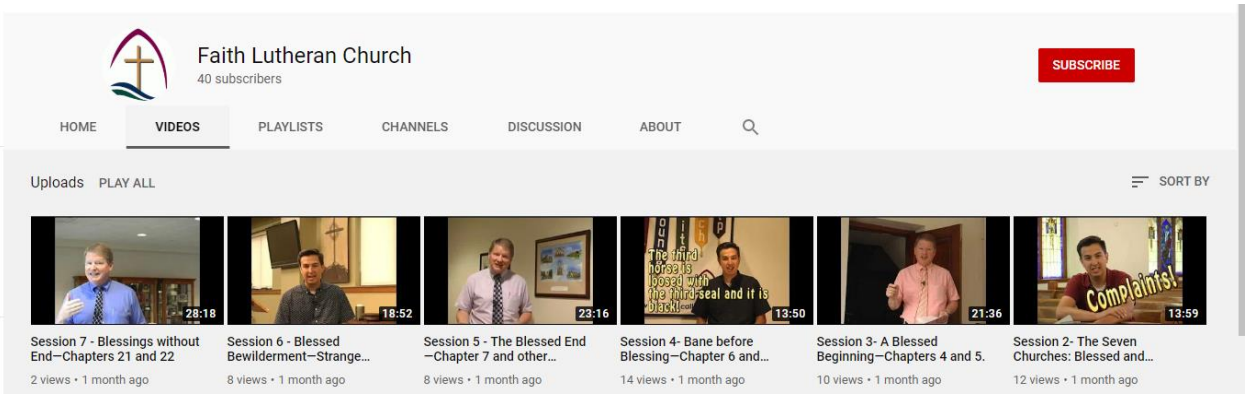
They have administrator workers that are responsible for responding to questions and concerns on Facebook. Other than that, I do not know how much they engage in actively managing their reputation.

Recommendation
My recommendation would be to learn more about reputation management, stay current with best practices, and remain active in reading and responding to reviews, questions, and concerns.

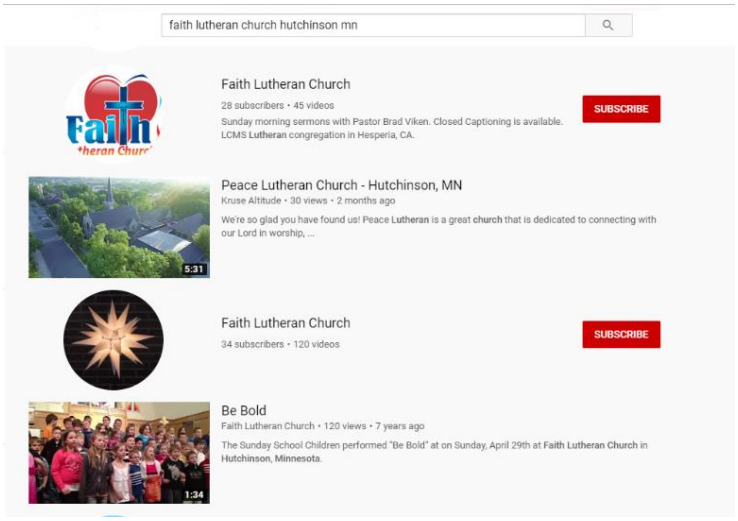
Video:

Does it make sense for your partner to utilize video?

I do believe Faith Lutheran Church could use video in a number of different ways that would be beneficial to their business.
The following YouTube channel is the channel that will be evaluated in this section.

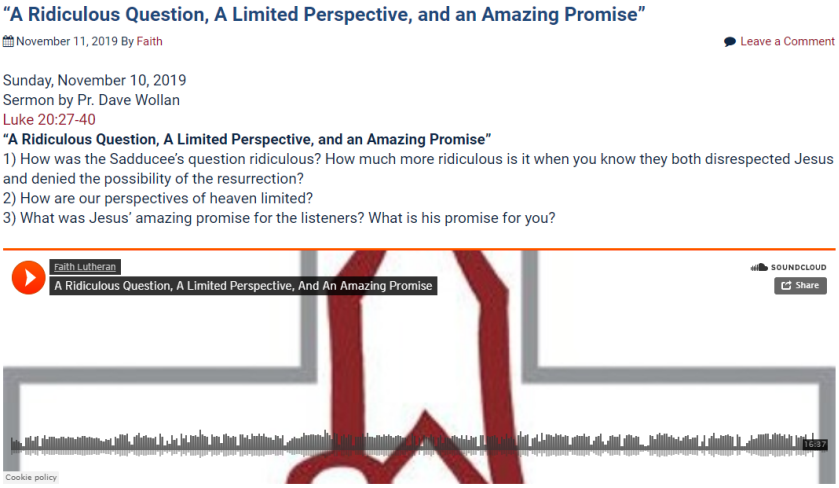


The video profile on YouTube is listed under the business name “Faith Lutheran Church”, however when searched on YouTube, I was only able to find it by searching “Faith Lutheran Church Hutchinson, MN” and even then, the profile did not appear the only thing that came up was a video of a children’s choir or performance from 7 years ago, and I clicked on that to get to the profile. This video was also listed just below the fold, meaning I had to scroll to see it.



Videos linked to website and social media

Faith Lutheran church does use video on their social media, mainly Facebook. However, many of their videos on Facebook are from "going live" not linked to their YouTube account. Faith Lutheran also uses SoundCloud to put audio from sermons onto their website, below you can see an example of that.



Recommendation
My recommendation would be to make more use of the YouTube channel and sharing those videos on profiles such as Facebook. It may also be beneficial to share SoundCloud sermons or links on different social media profiles.

What is the function of the videos posted? (transactional, educational, entertainment)

The videos shared are mostly for educational purposes a lot of them revolve around teachings of the bible, bible studies, and recordings and discussions of the sermons from recent church services. A few videos, such as the one I clicked on to find Faith Lutheran Church's YouTube profile, are recordings different performances and activities during the church service which may be used more as entertainment than educational.

Video Production Methods being used

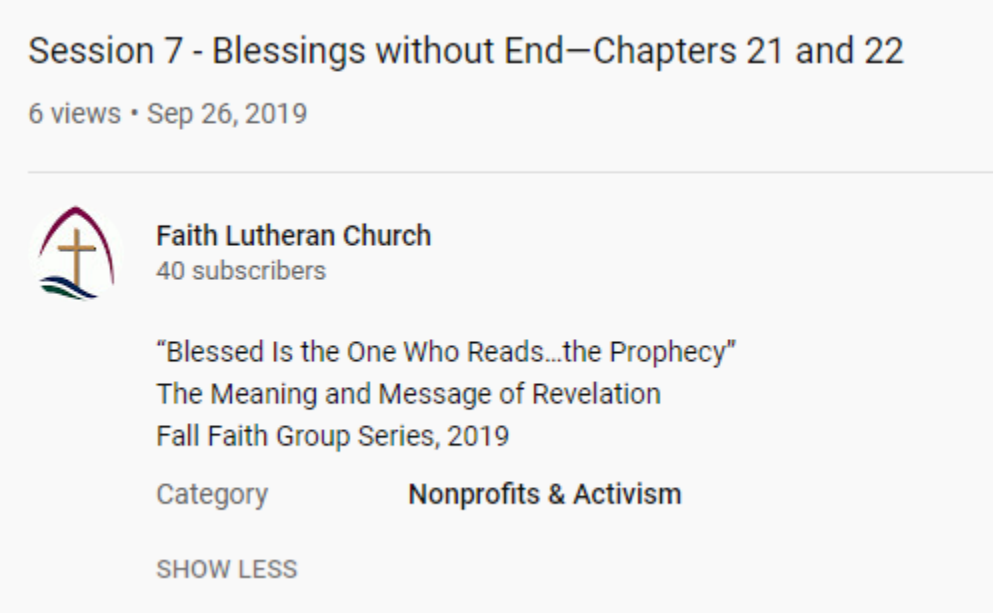
Because the purpose of these videos is mainly education production methods can be less sophisticated. The method Faith Lutheran Church seems to be utilizing is more on the low production end, mostly just point and shoot with a phone or camera and minimal editing. This production method is the cheapest and least time consuming.

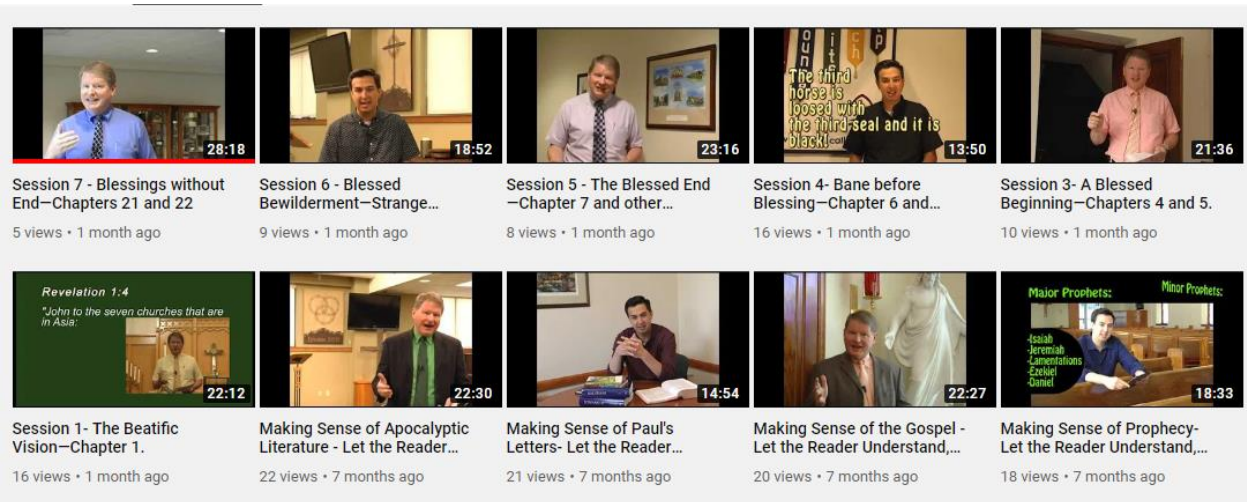
Recommendation
This method of production is quite common for creating educational videos and in this setting, may be the best option.

Are videos optimized for search or social?

Faith Lutheran's videos could be better optimized for search by creating titles that better capture the content of the video and providing more keywords in the description. This would better enable users to find the video when searching for related content. Below, is an example of a video title, description, and video category.

The videos could be more optimized for social by creating a custom cover page to use as a thumbnail. This custom cover page should be interesting to catch people's attention which will better attract users to the video and increase its shareability. They could also make use of links as calls to action to send users to other related videos to further explore Faith Lutheran's content. Keeping the video titles informative but concise will better optimize them for different social networks, preventing longer titles from being cut off. It does seem that the videos are consistently shot in at a "landscape" angle which will translate well on social media.





What Key Performance Indicators (KPI) would be beneficial to track?

Because the videos Faith Lutheran church produces are mainly educational, the main Key Performance Indicators (KPI) they should track is video views and view percentage. If the video views are low this may indicate that the video is not optimized enough, meaning it is not being found by users. The view percentage can help determine at what point in the video they may be losing people's attention. This will tell how many people are watching the video and how much of the video they are watching. By looking at these KPI's you are able to determine what type of content works well and keeps the user engaged and cater towards that. You may also want to track Subscriptions, shares, and comments. These metrics look more at the engagement users have with the video and the accounts overall content.

SUMMARY AND RECOMMENDATIONS

This audit has provided Faith Lutheran Church with many useful insights as well as recommendations on where action is needed to improve the overall SEO. The Onsite Analysis provides a good starting point as many of the issues are able to be easily fixed and monitored for future changes. The recommendations within the Onsite Analysis provide clear information on larger problem areas and area in which high focus is not necessary.

My main recommendation for the Onsite portion of this audit is to focus on the Meta and image Issues. These issues make up the bulk of the issues reviewed in the Onsite Analysis and are fairly easy to fix. I would recommend going through and inserting meta descriptions, so Faith Lutheran is claiming as much real-estate on Search Engine Results Pages as possible. The next issue to fix would be inserting Alt text into all existing images and future images. This issue plays a role not only in helping Search Engine understand the content of the image but also in allowing equal access to those that are vision impaired or do not have the bandwidth to load the image.

The Offsite Analysis also provides many insights and recommendations for Faith Lutheran Church to make improvements, especially in larger problem areas. Resolving issues analyzed within the Offsite Analysis may be more difficult as these issue areas are may be outside Faith Lutheran Church's immediate control. My main recommendation is to start with issues of which Faith Lutheran Church has complete control, such as those discussed in the Onsite Analysis. This will begin to improve the overall SEO without too much hassle of trying to influence factors not totally in Faith Lutheran's control.

Within the Offsite Analysis I would recommend focusing on the NAP analysis and customer reviews. The NAP analysis focuses on keeping the Name, Address, and Phone number consistent across all business profiles. I recommend going through these and file to make changes where things are inconsistent. This will be made easier by claiming the Faith Lutheran Church's business profiles on the different search engines listed. Claiming your business allows you to make changes easier and prevents those outside your business from making changes.

When it comes to customer reviews, there really is no issue. However, it is important to be consistently engaging with and responding to customers that provide your company with a review. Whether it is a good review or bad responding in a productive manner will better the customer experience and will show others reading the reviews that your business is actively engaging with its customers.

The Social media and video analysis takes specific look at the account affiliated with Faith Lutheran Church; in some cases, this involves multiple accounts on the same platform. When improvements are being made, it should be taken into account the different uses and goals of these different accounts and accommodate accordingly to those differences.

My main recommendation for this section is to establish a set of small goals in relation to the social media and video accounts. These goals do not have to revolve around conversions and profit. Set these goals and create content strategies to try and reach these goals. After a period of time, review your goals and where you are at, from there, make changes and continue to pursue these goals until they are met. This will be a great way to start exploring what social media and video can really do for your business and the simple steps you can take to improve your engagement on these channels.