

# WEBSITE

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## **Mission and Objectives**

The major mission of the web site is to provide both members and the community with information on church activities and to support the many ministries and missions of the church. Throughout the year, 2010, the effectiveness of the web site in reaching these objectives has increased significantly because of the combination of the enhanced value of the content and the number of persons viewing the site.

## **Community and Visitor Outreach**

The web site plays a major role in attracting visitors and potential members to the church. It provides those in the community with a complete description of the two different worship opportunities, as well as all other programs and activities, along with an up-to-date schedule.

The audio sermons on the web play a significant role in attracting visitors. They provide listeners with an expectation of what they can experience by coming to the worship services. Potential visitors come to the web site through two pathways. The web address is published in all newspaper announcements and other publications. There are also a significant number who find it by searching (Google) for Presbyterian churches in the area.

## **Information for the Membership**

The information provided to the membership through the web site fits into specific time categories, long term and current.

### **Long Term**

The long-term information includes such things as descriptions of ministries and programs, church history, committee activities, directory of committee members, and staff biographies and contact information. This is updated as changes occur.

### **Current**

Current information and news is provided by the:

Window online that is published every two weeks

Web site front page that is updated at least once each day and more often when there is more time sensitive news.

## **Web-Enhanced Worship**

The web site is used to enhance worship services in two distinct ways. As discussed above it plays a significant role in reaching out to the community and attracting visitors to the worship services.

Second, the sermons posted on the web are extending the worship opportunity to both those who did not attend a service and those who want to experience and study a sermon in more detail. The audio sermons are especially popular with each one having 100+ contacts.

### **Web Site Content and Effectiveness**

The effectiveness of the web site in its mission is highly dependent on its content. Each church activity, ministry, mission, and committee is represented by its web page that is linked directly from the church front page, <http://www.bmpcnc.org>

The content of each of these pages is the responsibility of the appropriate committees or persons managing the program or activity.

All committees are encouraged to review their content at least one each month and provide updates as required.

### **Web Site Statistics**

Throughout 2010 there has been a growth in the usage of the web site. The current status is represented by some of the statistics for the month of December reported here.

Users (visits): The average is 101 visits per day. The maximum was 201 on Sunday, December 12th (the snow day) when the web site was providing the latest information on the changes in the schedule.

Items viewed or listened to: The most viewed is the front page that provided up-to-date information and the links to the other content. This is followed by the Window newsletter.

The Audio Sermons are very popular as described above with about 100 visitors each.

Who is viewing the site: We do not identify or track individual visitors to the site but do look at some general characteristics. The vast majority is from within the USA but we do have visits from 15-20 other countries each month. The most frequent international visitors are from the Russian Federation.

### **Summary and Conclusions**

The Black Mountain Presbyterian Church web site, <http://www.bmpcnc.org>, has become a significant source of information for the membership and an effective outreach to the community. This will continue to grow with:

Individual committees utilizing the web to enhance their ministries, missions, and programs  
Members using the web site as a valuable church information resource.