Review of Mormon.org

Presented by ████████

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Agenda

- Observations
- Top Content
- Top Referrers & Keywords
- Free Bible Page Analysis
- Conversion Rate
- Implementation Recommendations
- Conclusions

Observations

- Typed/Bookmarked traffic spikes with significant news events

- Display issues viewing the site in IE7

    - 10% of visitors use IE7

- While mobile device visits are only 2% of total visits, this should be kept in mind while developing the site in the future

Top Content by Pageviews
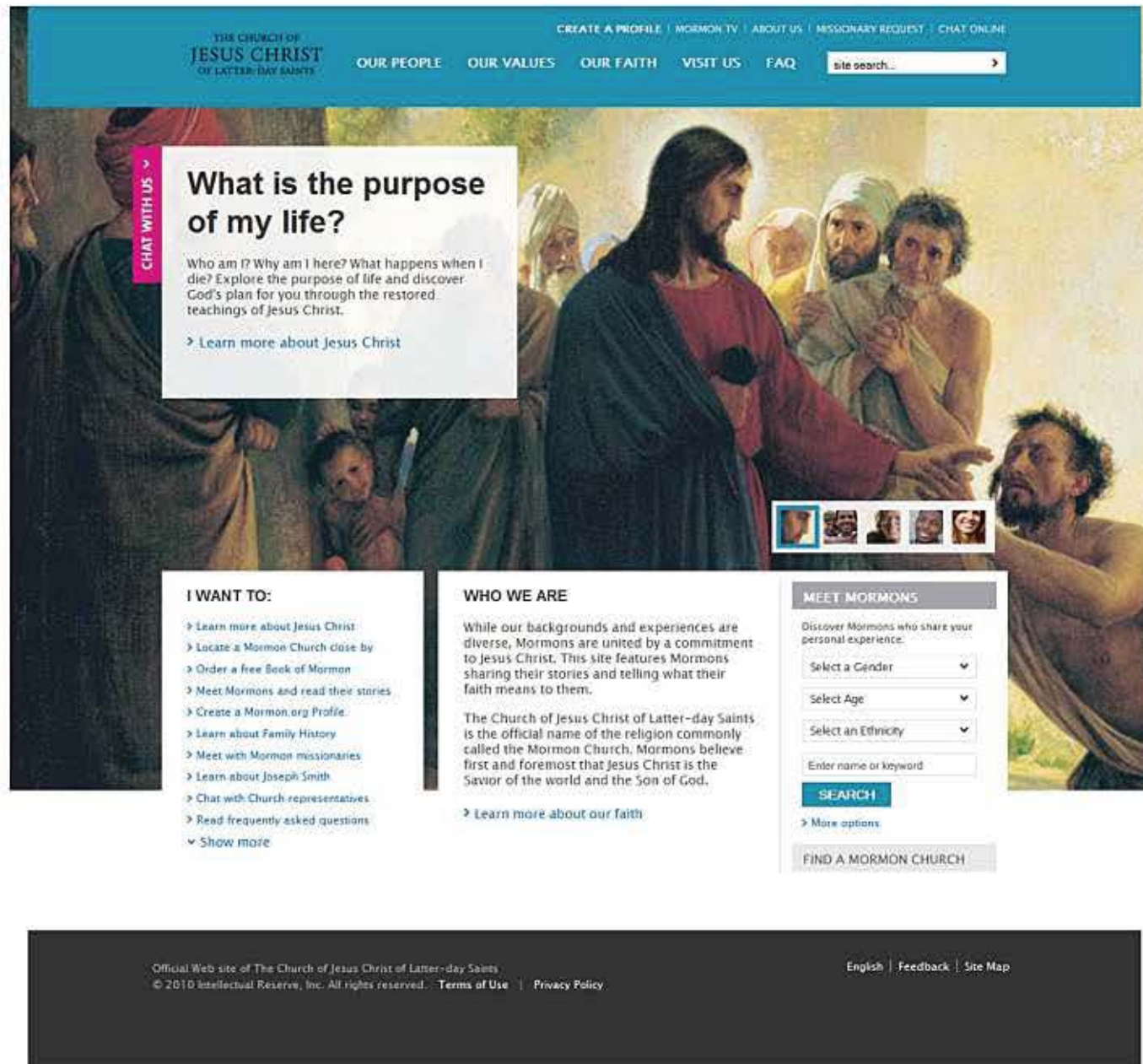
- Home Page – 19.3%
  - Top Entry Page
  - Bounce Rate - 40.9%
  - Top Links
    - Chat
    - People Finder
    - People-landing

Top Content by Pageviews

- Landing Page: Our Faith – 5.3%
    - #2 Entry Page
    - Bounce Rate – 56.2%
    - Top Links
        - Restoration
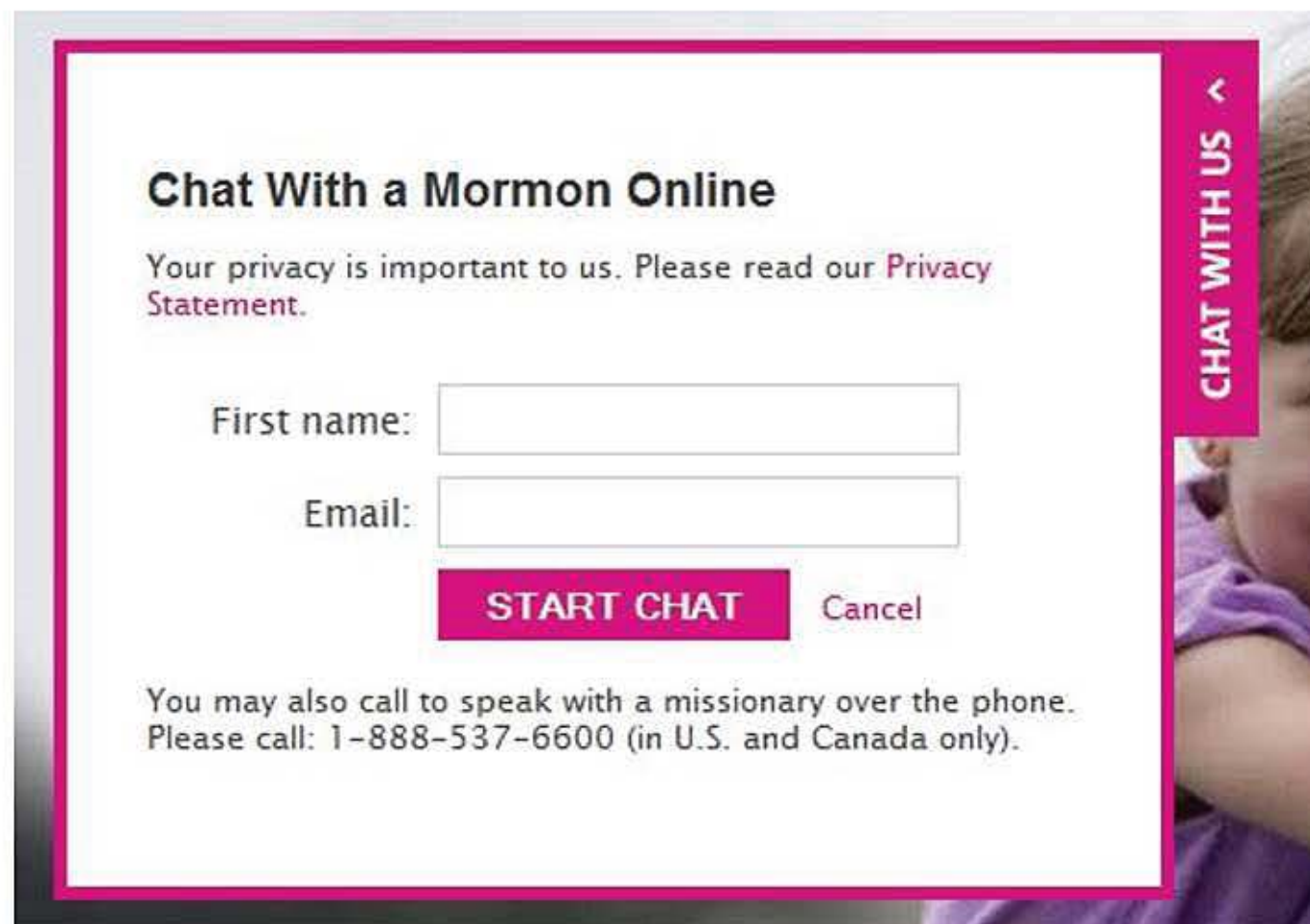   - Jesus Christ
        - Plan of Happiness

Top Content by Pageviews

- FAQ Page – 5.2%
  - #3 Entry Page
  - Bounce Rate – 76.2%
  - Top Links
    - Joseph Smith
    - The First Vision
    - Homepage

Top Content by Pageviews

Chat With a Mormon Online

Your privacy is important to us. Please read our Privacy Statement.

First name:

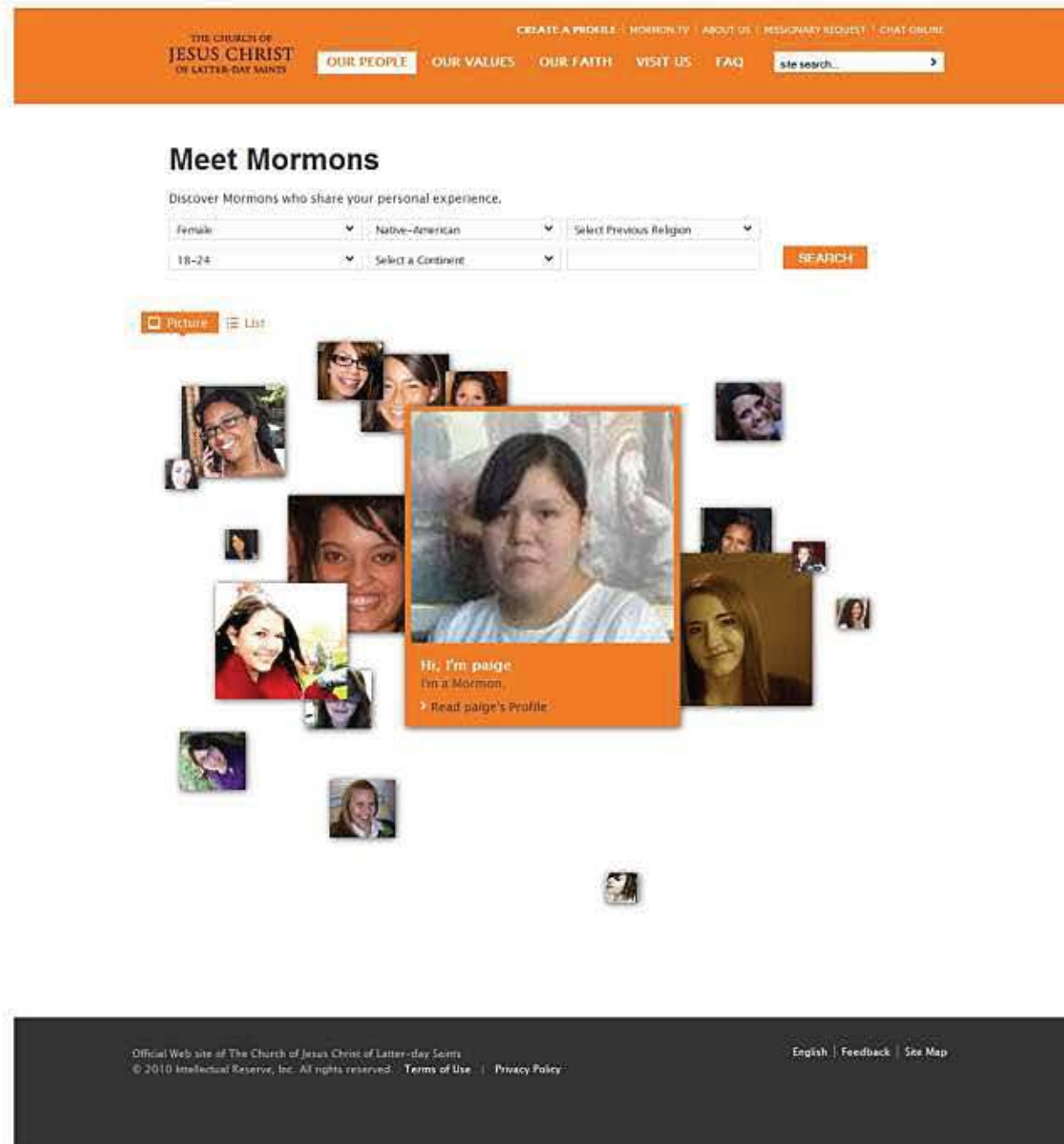Email:

START CHAT   Cancel

You may also call to speak with a missionary over the phone. Please call: 1-888-537-6600 (in U.S. and Canada only).

CHAT WITH US

- Chat Initiated – 5.1%
  - 52% spend between 1-10 minutes
  - 16% spend less than 1 minute

Top Content by Pageviews

- **People Finder – 3.9%**
  - Not a top entry page
  - Top Links
    - Profiles
    - My Profile
    - Homepage

Top Referring Domains

- Typed/Bookmarked – 52%
- Google.com – 11.9%
  - mormon.org top keyword
- LDS.org – 7.9%
  - From callout on home page
- Facebook.com – 3.1%
  - Mormon Page
- Youtube.com – 2.0%
  - Mormon Channel

Top Referring Keywords

- mormon.org – 12.7%

- mormon – 9.7%

- mormon chat – 7.5%

- mormon.org chat – 2.0%

- mormons - 1.7%

Free Bible Analysis

- Add KJV info to text

- Indicate fields that can be optional

- Test reducing/removing other CTAs

Conversion Rate

- Recommended Conversion Events
    - Chat with a Missionary
    - Request information/books
    - Create a profile
    - Engagement with premium content (FAQs, Our Faith, etc)
        - Create visitor segments based on this

Recommendations

- Add notes to SiteCatalyst reports to explain spikes

- Fix correlations in the campaign reports

- Define and implement conversion events and associated eVars

- Create separate search events for site search vs. profile search