

Review of Mormon.org

Presented by



January 19, 2011

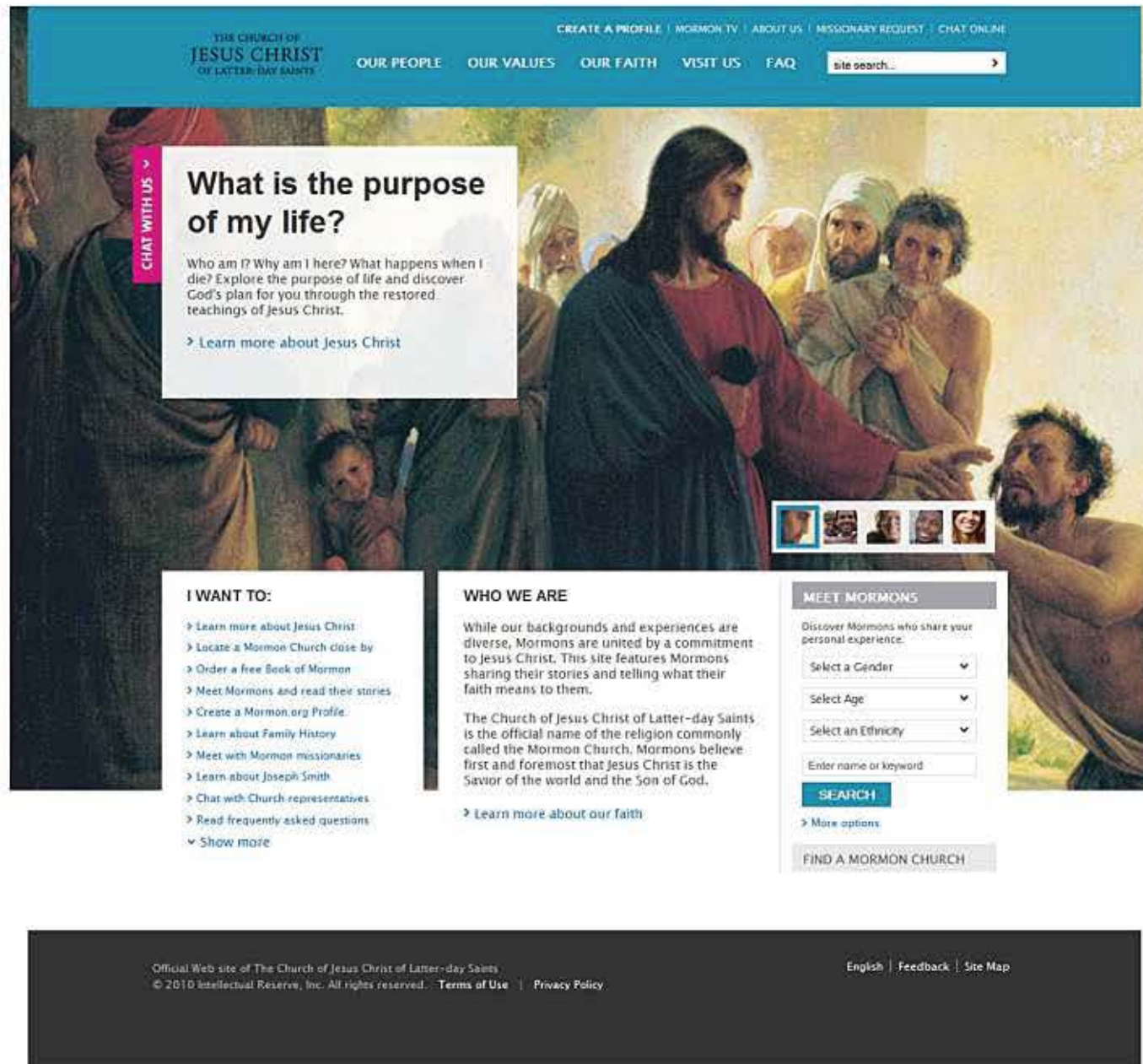
Agenda

- 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

The screenshot shows the top navigation bar of the Church of Jesus Christ of Latter-day Saints website. The main content area features a large 'What We Believe' section with a family photo and a sub-section 'What Mormons believe about Jesus Christ'. Below this are eight smaller content tiles arranged in two rows of four. The first row includes 'Restoration of the Gospel', 'God's Plan for Happiness', 'Jesus Christ, Our Savior', and 'God's Commandments'. The second row includes 'Christ's Church', 'Joseph Smith', 'Book of Mormon', and 'Articles of Faith'. The footer contains copyright information and links for English, Feedback, and Site Map.

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

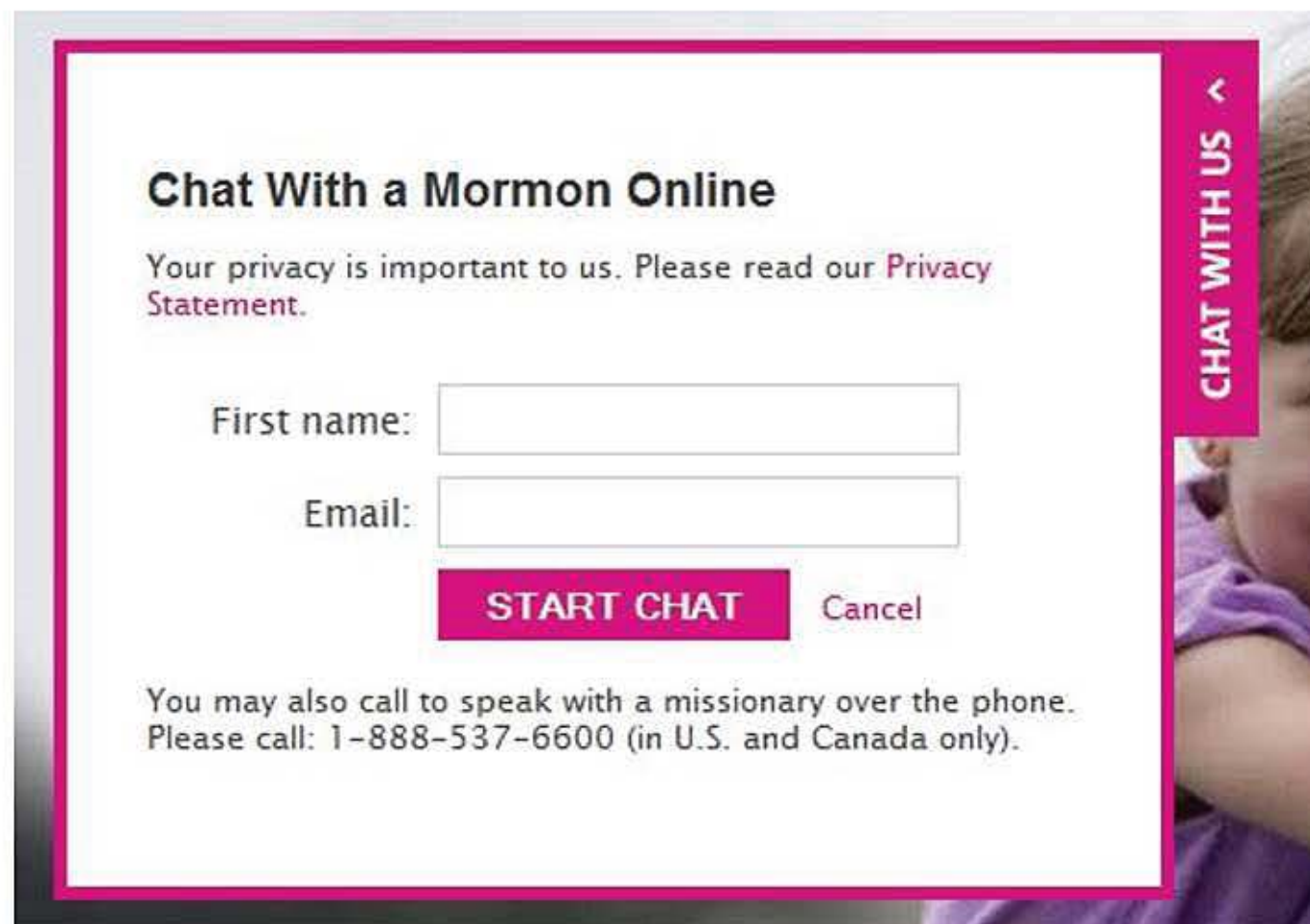
Top Content by Pageviews

The screenshot shows the top navigation bar of the Church of Jesus Christ of Latter-day Saints website. Below the navigation bar is a sidebar with a 'CHAT WITH US' button and a 'Frequently Asked Questions' section. The main content area is titled 'Are Mormons Christians?' and contains a question and answer. The question asks if Mormons regard the Bible as Holy Scripture and the word of God. The answer states that they do, but also believe in the Book of Mormon as another testament of Jesus Christ. Below the answer are several small profile pictures of members and a 'VIEW ALL ANSWERS' button. At the bottom of the page, there is a footer with copyright information and links for English, Feedback, and Site Map.

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

Top Content by Pageviews

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



Chat With a Mormon Online

Your privacy is important to us. Please read our [Privacy Statement](#).

First name:

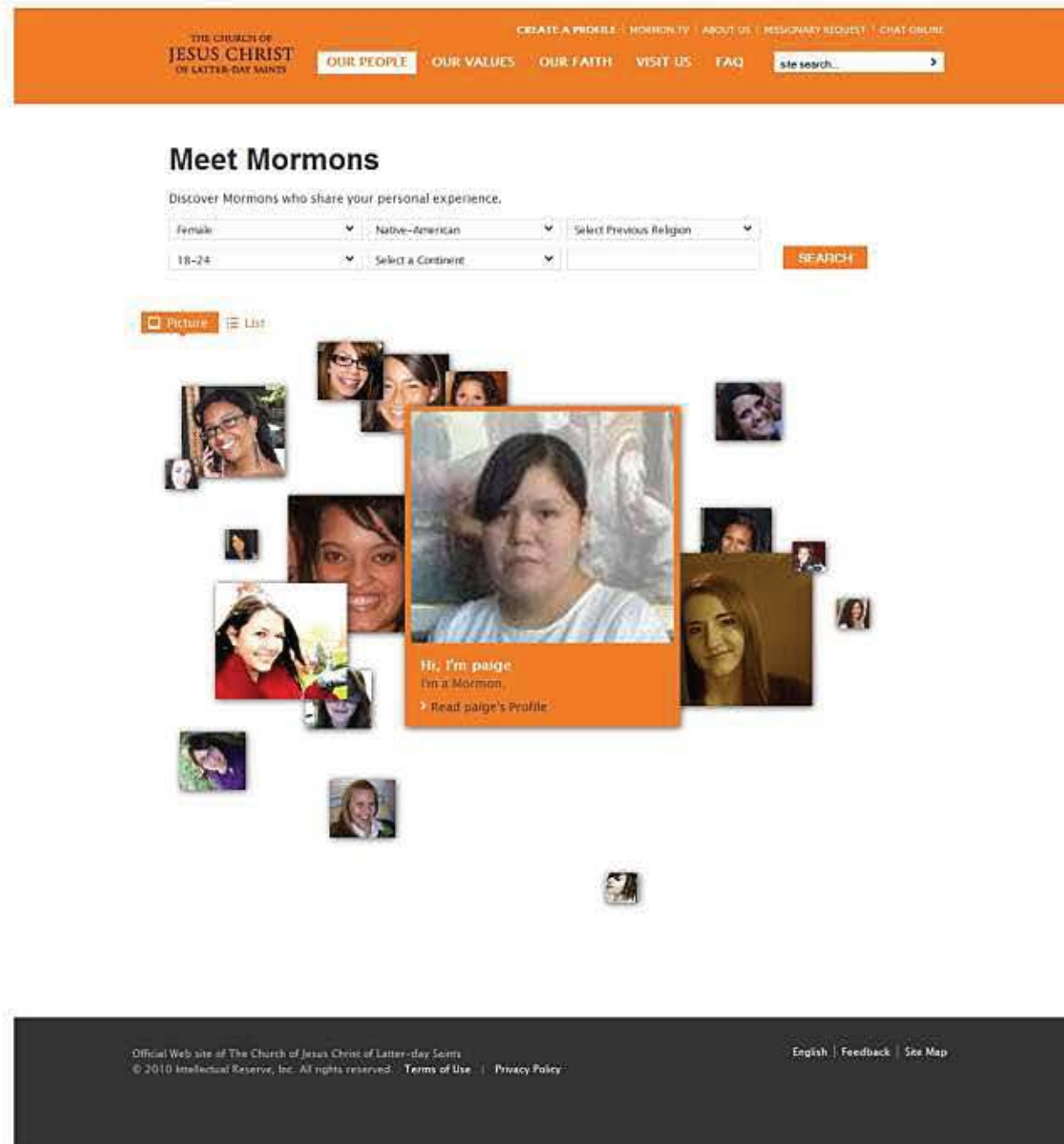
Email:

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 ^

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

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

CREATE A PROFILE | HONOR TV | ABOUT US | MISSIONARY REQUEST | CHAT ONLINE

OUR PEOPLE | OUR VALUES | OUR FAITH | VISIT US | FAQ

site search

Request a free copy of the Holy Bible

The Holy Bible testifies of Jesus Christ and has influenced and sustained millions of His followers. It is a collection of sacred writings containing God's revelations and accounts of His dealings with His children.

Just fill out the form below and we will deliver a free copy of the Holy Bible (limit of one Bible per household). It's a gift from The Church of Jesus Christ of Latter-day Saints.

Please enter your personal information below to receive your free copy.

First Name:

Last Name:

Address:

City:

Country:

State/Province:

Postal Code:

Phone:

Email Address:

Comments (optional):



[Chat with us](#)

[Meet with Missionaries](#)

[Worship with us](#)

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English | [Feedback](#) | [Site Map](#)

- 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