EVERY CHURCH IN THE SYDNEY DIOCESE NEEDS A GOOD WEBSITE

By Tim Stevens
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Total home internet services

- 2012: 12,036,000
- 2013: 12,358,000
- 2014: 12,482,000
Total internet services including mobile devices

- 2012: 28,228,000
- 2013: 32,003,000
- 2014: 33,049,000
Total volume of data downloaded during the June quarter 2014 (terabytes)

- 2010: 2,038,000 terabytes
- 2011: 2,531,000 terabytes
- 2012: 3,129,000 terabytes
- 2013: 3,682,000 terabytes
- 2014: 4,890,000 terabytes
Australians are using the internet more often and for more and more things.

We’re used to rich online experiences and our churches as a whole have not adapted to this changing space.
This website will appear most clearly if your browser window is extended the full width of your computer screen.

Silverdale - Warragamba - Luddenham - Mulgoa

Please click on the link in the left hand column for Weekly News Sheet

2 ways to live
a summary of the message at the heart of Christianity - it's the choice we all face
(see more)

Sunday Church Times

Sunday 8:30am at St Thomas' Mulgoa

Contemporary Prayer Book Service
+ Morning Tea

Current Sermon Series

Term 1 2015: Matthew 4-8

Sunday 10:30am at St Pauls' Warragamba

Family Church Wheelchair Accessible

St James Luddenham (see more)

St Thomas Mulgoa (see more)
Hey you found us!

We are glad you found us!

[Mark 10:45]

Our Lord's example: The son of man also came not to be served but to serve, and, to give his life as a ransom for many

[Ephesians 6:6-7] — As servants of Christ do the will of God from the soul, serving with good will as to the Lord

SERVE that's what WE do
SERVANTS that's what WE are
A place for you to belong.

Groups
- Children's Ministry
- Youth Ministry
- Young Adults Ministry
- Women's Ministry
- Men's Ministry
- Seniors Ministry
- Small Groups
- Missions

On the Road with Jesus in Term 2
There is a turning point in Luke's gospel when Jesus' identity as the Messiah is made known to his closest followers. From Luke 9 onward, Jesus sets his face towards Jerusalem and speaks about the cost of following him. This call to discipleship will affect every aspect of our lives but most of all it ... Continue Reading »
Benchmarking exercise
<table>
<thead>
<tr>
<th>Churchname</th>
<th>Suburb</th>
<th>WebsiteURL</th>
<th>Page load time (seconds)</th>
<th>Page size (kb)</th>
<th>Performance grade score (mb loaded per second)</th>
<th>Is it a responsive website?</th>
</tr>
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<tbody>
<tr>
<td>Abbotsford Anglican</td>
<td>Abbotsford</td>
<td><a href="http://www.abbotsfordanglican.org">www.abbotsfordanglican.org</a></td>
<td>1s 940ms</td>
<td>1.100</td>
<td>0.567</td>
<td>0</td>
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Internet enabled mobile devices

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
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<tbody>
<tr>
<td>2010</td>
<td>6,781,000</td>
</tr>
<tr>
<td>2011</td>
<td>13,323,000</td>
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<tr>
<td>2012</td>
<td>16,192,000</td>
</tr>
<tr>
<td>2013</td>
<td>19,645,000</td>
</tr>
<tr>
<td>2014</td>
<td>20,567,000</td>
</tr>
</tbody>
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Internet enabled mobile devices

2010: 74% Internet Enabled, 26% Not Internet Enabled
2011: 54% Internet Enabled, 46% Not Internet Enabled
2012: 47% Internet Enabled, 53% Not Internet Enabled
2013: 37% Internet Enabled, 63% Not Internet Enabled
2014: 34% Internet Enabled, 66% Not Internet Enabled
Population with a mobile phone and no fixed-line telephone

2010: 2,038,000
2011: 2,531,000
2012: 3,129,000
2013: 3,682,000
2014: 4,890,000
What this means for websites

“Much has been said about the growth of mobile in the past few years. There’s only one data point that matters: your site needs to be 100% mobile.”
- Mike Monteiro

“Your audience just doesn’t only check you out on a desktop in the office or at home. They check you out on mobiles [and] tablets. You may have a great design, but if your church website isn’t mobile friendly they will leave.”
- Steve Fogg
Only 98 (39%) out of 252 churches have a responsive website.
## Site Content

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</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>NA</td>
<td>0</td>
<td>NA</td>
<td>1</td>
<td>2</td>
<td>6</td>
<td>2.00</td>
</tr>
</tbody>
</table>
100% (249) of churches have their service times available on their site.
96% (239) of churches have their location available on their site

69% (166) of those churches have a map available on their site

Average number of clicks to get information: 1
67% (167) of churches have sermons available on their site

68% (110) of those churches have sermons that are playable within the site

Average number of clicks to get information: 1
49% (123) of churches have information about upcoming events on their site.

Average number of clicks to get information: 1
78% (194) of churches have information about staff on their site.
81% (202) of churches have information about their ministries on their site.
39% (98) of churches have a contact form on their site

Average number of clicks to get information: 1
Content scores

6/9
Average information score
9/9 Maximum
1/9 Minimum

0.86
Average clicks to get information
2.0 Maximum
0.00 Minimum
Content scores

![Bar chart showing content scores across different information scores.](chart.png)
Did you know that 50% (on average) of the visitors to your website will leave after seeing only one page? That metric, in web speak, is called the bounce rate. Almost every website experiences at least a 50% bounce rate. It’s normal.

- Jonathan Malm

“But make sure you’re answering your guests’ questions first and foremost. Your regulars aren’t afraid to call the office to get more information. Your first-time guests are. Don’t make a guest guess about the information they need, and don’t make them guess where the information is. Make it simple and intuitive to find.”

- Jonathan Malm
Kevin’s Kolumn

New TV Ad Screens Tonight

Hey Jesus thanks for everything. Like, thanks for sunshine, but what about sunscreen? How come the more you have, the more you want? We’ve got more friends, but less friendship; more convenience but less patience; more hope, but more uncertainty. A healthy body still isn’t good enough. And how come the best things always have to end? Jesus has answers.

These are the words of the new Jesus All About Life TV ad that will be screened tonight and for the next four weeks. You’ll notice that it’s different to the three TV ads we’ve seen in some of our churches. Focus group research indicated that those ads would not hit the target when communicating to a Sydney audience. It goes to show that wise communicators of the gospel need to be discerning in how they present the saving message of Jesus. The timeless gospel message never changes but the way it’s communicated will vary depending on audience and circumstances. The apostle Paul exemplified this as he spoke to the gathering of Greek (non-Jewish) philosophers in Athens (Acts 17:16-34).

Sunday Services

9:00 Tahmoor
   WACC
10:00 Thirlmere
10:15 Bargo
11:00 Tahmoor 3rd Sundays Only
17:00 Bargo (1700)

See Prayer Focus

News

Can you help with Jesus All About Life?

In order to capture the raised interest about Jesus we will be running three short seeker courses in our parish, one by Tahmoor, Thirlmere and WACC. Tahmoor’s will be on a Tuesday nights, WACC’s will be on a Wednesday nights and Thirlmere’s on Thursdays. Advertising for these courses will be multifaceted.

- Letterbox drops in Bargo and Thirlmere
- Doorknocking around Tahmoor
Welcome to St John’s Sutherland

We thank you for visiting our website and look forward to meeting you at one of our services or events.

We are a local Christian church in Sutherland, with a vision to ‘connect our community with Christ’. We aim to teach the bible in the context of a warm and loving family, and to engage in practical ways with our community to reflect the love of Christ.

If you are looking for a church family to belong to, you’d like to serve the wider community, you want to join a small group, or get involved in some other way, please contact the office or the pastor.

Members, please use the Members’ menu link and Log-in. If you have not registered on the new site, please do so on the Registration Page.

Thanks for stopping by and we look forward to see you soon. God bless!
strong as death

The story of love in the Song of Songs • Term 2 HEAC 2015
## Site findability

<table>
<thead>
<tr>
<th>Google rank for Church name</th>
<th>Google rank for churches in location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>
Site findability

1

Google rank for church name
'Suburb' Anglican church

6 Maximum
1 Minimum

2

Google rank for church location
'Suburb' church

32 Maximum
1 Minimum
1 couldn't be found
Site findability

'Suburb' church

- 1: 238
- 2: 5
- 3: 3
- 4: 4
- 5: 0
- 6: 1

Site findability graph with data points for each suburb.
| Facebook link? | Open Facebook group/page? |

Social media
<table>
<thead>
<tr>
<th>Facebook link?</th>
<th>Open facebook group/page?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
45% (113) of churches have a Facebook link on their website.

96% (110) of those churches have a public Facebook page/group.
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