

# Prince *of* Peace

Catholic Church

FINAL ANALYSIS



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# INTRODUCTION AND OVERVIEW

Prince of Peace Catholic Church is a vibrant and growing parish in San Antonio, Texas. Current digital marketing is limited to a table-based and difficult-to-update website. Such a website does not leverage modern web design standards or technologies, leading to a poor user experience. As well as leaving a site that is under utilized for the evangelization efforts of the parish.

Additionally, the digital marketing (website) of the parish does not take advantage of analytics to guide data-driven decision making. This leaves a critical avenue for greeting new members and engaging current members without a powerful evangelization/marketing direction based upon actual usage data.

The current priorities of the Archdiocese begin with a focus on the New Evangelization and include increasing mass attendance. Digital marketing is a component of the New Evangelization which can encourage new members. Organik Consulting, which works with Diocese of Detroit and other faith based organizations, provides a good article regarding how digital marketing is part of the New Evangelization and can increase parish attendance. **(Organik Consulting, 2013)** Well designed and Search Engine Optimized websites provide a point of trust for those searching online. As Jayson Demers states in his article on INC **(Demers 2014)** “While first impressions are important in any type of business, they are even more important for online.” Additionally, having such online trust shows that it is important to the parish to build a relationship with prospective members, even if it begins digitally.

In this report we will summarize the Situation Analysis report, and provide a campaign direction to improve the web page rank of Princeofpeacecatholic.org. We will then conclude with expected results of the campaign, and future directions for the digital evangelization/marketing efforts of Prince of Peace.

# SUMMARY OF SITUATION ANALYSIS

## PRINCE OF PEACE CATHOLIC CHURCH

The Church today has approximately 5,000 families, up from 4,200 over the last decade. According to Monsignor Patrick Cronin, a conservative estimate of 15,000 individuals are in the parish. As a Catholic parish, it has distinct official boundaries. These boundaries reflect the primary area of spiritual responsibility that the parish has been given by the Catholic Church. Even though there are specific boundaries, it is not uncommon for members to come from other areas for weekly ministries or mass. But numbers are not readily available for the division of those within and those outside the official boundaries (D. Biaza and Msgr. P. Cronin interviews).

## THE INDUSTRY

As a Catholic Church, its primary mission is to bring people into union with Jesus Christ. This mission practically means spreading the gospel, providing the Sacraments, and doing works of charity (Wikipedia). Msgr. Cronin views that in addition to this mission, the church's role in society is to influence culture and promote justice. Helping to bring about a culture that respects life is one example of this. According to him, the church's aspirations are to spread the gospel, bring people closer, and build community.

## THE TARGET PUBLIC

The target public for Prince of Peace is everyone, especially those within the official boundaries. And the demographic breakdown of the parish seems to reflect the area, which is 63% Hispanic/Latino (US Census). The parish is roughly 60% / 40% Hispanic to Anglo. With some presences of Filipinos, East Asians, Africans and Black Americans.

Due to its inclusive nature, he believes the political affiliations and media use in the parish is largely reflective of San Antonio as a whole. And due to it's location in the Northwest of San Antonio, the parish is largely middle class, with some wealthy members from the Westover Hills area.

THE COMPETITION

Secularism is a primary competitor, with other faith communities prominent in the area. Baptists, Westover Hills Church of Christ, Bandera Road Community Church were mentioned by name in our interviews with pastoral staff.

Prince of Peace has its fair share of competitors as that is the norm for churches in well-populated cities. In the catholicdirectory.com, a directory for the contact info of catholic churches in the U.S., there are 119 listings for San Antonio, Texas alone. Among these churches, when searching for “Catholic Church San Antonio”, Prince of Peace shows up on the third page. Some of the biggest contenders are Holy Trinity Catholic Church, Saint Joseph Catholic Church, and Archdiocese of San Antonio.

SWOT ANALYSIS SUMMARY

	Helpful to Objectives	Harmful to Objectives
Internal Origin	<div>Strengths</div> <div>Retreats (Acts, Steubenville and others)</div> <div>Mass, Adoration</div> <div>Strong community</div> <div>Strong CYO (youth sports)</div>	<div>Weaknesses</div> <div>Lack of space/need more buildings</div> <div>Accessibility improvements needed (especially elevators)</div> <div>Website/IT</div> <div>Improve grounds</div>
	<div>Opportunities</div> <div>Hispanic population</div> <div>Deepness of Catholic faith,</div> <div>ACTs: word of mouth</div> <div>Others request the grounds often (even for buildings that don't exist).</div>	<div>Threats</div> <div>Housing growth is moving outwards</div> <div>Youth Building/focus of other churches</div> <div>Better Multimedia at other faith communities</div> <div>Need to evangelize younger couples</div>

STRATEGY:

GENERAL MARKETING STRATEGY

In a continued effort to increase Prince of Peace's website visibility and how effectively it reaches people, Prince of Peace will add a digital component to its marketing campaign to attract church goers in the surrounding areas.

Using Google Analytics as part of an online marketing campaign will help to choose which advertising, banners, and online marketing strategies lead to the best results in conversions.

SEARCH CAMPAIGN AND ANALYTICS GOALS

Search engines have grown to become a reliable directory of information. Users searching for a product, a business, or a church start by doing an online search to get reviews, agendas or distance of location in relation to their residence. While not all sites will rank well for certain keywords, implementing various keywords and descriptions can help to bring more visibility to the websites search rankings. Pay-per-click advertising in the search engines is also a good alternative and one that is usually reasonably inexpensive for churches. Pay-per-click search marketing such as AdWords can be beneficial for a church to use for events and activities.

Another important component often overlooked is knowing what pages visitors are viewing on the site, where they are visiting from (i.e.. Facebook, Google, Twitter, another website, etc.), and what search terms they use to find the site. Installing an analytics solution within the website will address these questions. The most popular and free option is Google Analytics which would allow us to start analytics quickly, by adding their tracking code into the current website.

# GOOGLE ANALYTICS

## ANALYSIS OF CURRENT SITUATION

There are currently 120 external backlinks found on the referring pages that link to [www.princeofpeacecatholic.org](http://www.princeofpeacecatholic.org) (**Figures 1 & 2 Appendix**)

### Top Pages

The historically top visited pages for the website are:

<http://www.princeofpeacecatholic.org/bulletin.pdf>  
<http://www.princeofpeacecatholic.org/KC/councils.htm>  
<http://www.princeofpeacecatholic.org/OLGA/OLGA.htm>  
<http://www.princeofpeacecatholic.org/history.htm>

### 301 issues (previous pages now getting 404)

Unfortunately, the website's new design (as of 12/1/14) did not properly link old webpages to new ones. This causes page not found (404) errors (**Figure 3 Appendix**). These can easily be fixed by properly implementing 301 redirects (**Google, n.d.**). 301 redirects automatically move a user to the page's new location, and provides improved user experience. Additionally, 301 redirects allow Google and other search engines to assign the page rank of the previous page to the new page, helping to keep page rank consistent. Two of the historically top viewed pages get page not found errors. This is a big loss in earned page rank. Below are the pages that are missing between the old and new design. These should be fixed as soon as possible.

<http://www.princeofpeacecatholic.org/KC/councils.htm>  
<http://www.princeofpeacecatholic.org/OLGA/OLGA.htm>  
<http://princeofpeacecatholic.org/welcome.htm>  
<http://princeofpeacecatholic.org/sacraments.htm>  
<http://princeofpeacecatholic.org/information.htm>  
<http://princeofpeacecatholic.org/pastoral.htm>

<http://princeofpeacecatholic.org/prayers.htm>

<http://princeofpeacecatholic.org/publications.htm>

<http://www.princeofpeacecatholic.org/History%20of%20the%20ACTS%20Movement.htm>

Additionally, the new design has four pages that do not yet exist, these pages should either be given placeholders or should be unlinked. This will improve user experience.

### 404 issues

<http://princeofpeacecatholic.org/youth.htm>  
<http://princeofpeacecatholic.org/vacation.htm>  
<http://princeofpeacecatholic.org/couples.htm>  
<http://princeofpeacecatholic.org/quest.htm>

Also, <http://princeofpeacecatholic.org/contact.htm> has a broken navigation menu at the top. Clicking on any of the links in that navigation menu will take a user to a page not found error. This should also be fixed as soon as possible.

### Bandwidth error

Something that we noticed while viewing the site at the end of the month was a bandwidth limit reached error. (**Figure 4 Appendix**). This error prevents all users from viewing the site until the next month when the bandwidth allotment is renewed. This is evidence that the account setup is not providing enough bandwidth. We suggest considering an account that has unlimited bandwidth to prevent these errors in the future. This too should be fixed as soon as possible.

## TWO CAMPAIGN GOALS

The goals and strategy of the campaign is to reach a large portion of our local audience bringing awareness about the church in the presence of their usual day to day online activities. We suggest two primary campaign goals: Membership Growth and Membership Engagement.



## MEMBERSHIP GROWTH

Membership growth can be measured by the key performance indicators of: Email/Contact List, Social Media Audience and New Member Online Registrations.

### *Email list/Contact List*

By creating an email list the church will have another cost effective channel to communicate with its members informing them and driving participation in events and activities throughout the week. It can also serve as a path to communicate urgent messages and requests. This can also allow members to feel more involved in the church.

### *Social Media Audience*

Communications do not have to be just inside the church. Another way to engage members and bring awareness to various events and causes is by using social media. Seeing updates about upcoming events, news, photographs, and seeing video will keep members engaged. It also allows people to share these experiences with family members or friends.

### *New Member Online Registrations*

Offering an online registration for new members gives visitors a easy way to gather and submit all necessary information. The online registration process also allows the church to have an organized method of collecting information and archiving for future retrieval.

## MEMBERSHIP ENGAGEMENT

A lively church is not only a large church but an engaged Church, so measuring engagement can provide both qualitative and quantitative verification of progress. Membership engagement can be measured by the key performance indicators of: Social Media Activity, Return Website Visitors and Positive Reviews

### *Social media activity*

Social media is quickly becoming a common platform for churches. There are a few challenges but there is also large room for opportunities. Social media opens new paths to engage with people who rarely, if ever, step foot into a church building. One way to take advantage is to have members following a Facebook page. And creating hashtags to allow members to find what others are saying. Furthermore checking to see if your audience likes any of the posts

presented is also a great way to measure whether or not your content is appealing to them.

### *Return Website Visitors*

Along with the website a loyal following can be built by also blogging and presenting fresh content. Displaying new content is important to not only helping your rankings in a search engine but it also provides a reason for visitors to return to the site. When implemented correctly Google Analytics running on a website allows access to a few reports that offer valuable insights on returning visitors and the favorable experiences they are having.

### *Positive Reviews*

Is anyone mentioning you in their tweets? It's a great way for your followers to communicate with you and share your content to their own social circle. Oftentimes when people retweet or share your content it serves as a form of review giving you credit but your message is then shared within their network too.

Having good reviews can help persuade people to at least consider visiting your church. Good reviews on sites such as Google or Yelp can encourage people to learn more about others' experiences and testimonials. And as Search Engine Land survey of consumers reveals, "88% of consumers trust online reviews as much as personal recommendations." **(Anderson 2014)** . Prince of Peace already has some reviews online which can be seen in **Figure 7 of the Appendix**.

## OTHER KPIS TO BE AWARE OF

With Google analytics, you have access to a large amount of data with which to make decisions from. And it can be a bit overwhelming. We recommend paying attention to Bounce Rates and Mobile access of the website in addition to the above KPIs.

### *Bounce Rates*

A high exit from the website or abandonment of forms measured in your analytics account is a indication that your page and process could be optimized more. The key to reducing the bounce rate is to respond in the most appropriate way to the visitor's needs. Website visitors can make a judgment between 0-8 seconds, after which "the majority of visitors will leave" **(Bulygo, n.d.)**. It is therefore critical that you impress a user and help to ensure that they move to the next stage of the online process, whether that is filling out a form or signing up for

emails. When put in place a proper method for testing can help identify and address these situations; and help maintain the site's success as well.

*Mobile Access*

As of 2013, 57% of all Americans access the internet via their cellphone and 91% of Americans own a cell phone (**Duggan and Smith, 2013**). And internet use by cell phone has been increasing by an average of 8.75% of mobile users per year. Based on that growth, in 2015 almost 75% of Americans will access the internet via cellphone. But not only are most mobile users becoming regular mobile web users, for some, tablets and smartphones are becoming the default choice for connecting to the internet.

There are several ways to approach a mobile web presence, the most recent and popular approach has been implementing a responsive web design which provides an optimized viewing experience for multiple devices. With this concept the layout changes to fit the current device in use. With this approach in mind visitors to the website who are away from their desktop computers will have the same information and experience with the website. So measuring and tracking the number of users who visit the website using mobile devices can tell you how well accessible and useful your website is to your parishioners and guests.

# ORGANIC SEO

*OTHER ORGANIZATIONS TO REQUEST LINKS FROM*

Prince of Peace should link with neighboring parishes. By doing so each parish would be able to provide accommodations for members seeking alternate mass and confession times that may not be available with their primary parish. The proximity of these parishes to one another strengthen the Catholic community in this area and among those parishes, the closest to Prince of Peace are St. Anthony Claret, St. Dominic, and St. Brigid. It is common practice for parishes to encourage members to find alternate mass times when the parish's schedule does not match theirs. For example, although St. Dominic has many mass times for people to attend on any given Sunday, they do not have a 6:00pm or 7:00pm mass time, whereas St. Claret and Prince of Peace have those mass times available respectively.

Moreover, there may also be opportunities for a collaboration for certain events or programs that could generate a stronger following as a result. Some retreats, for instance, can become collaborative among the parishes in the community to help with promotional efforts and lowering costs. The parishes should also use social media to link to one another and be up to date with each parish's social activities.

Josh Blakesley Band is another company that should be considered for linking. The main artist of the band has visited and performed at Prince of Peace Catholic Church on many occasions and has already developed a good bond with the parish. Josh Blakesley's band is also active on social media and could generate traffic towards the parish after having performed there. In addition, members of the parish come from diverse backgrounds and would in turn be drawn to the band's music.

[stdominicsa.org](http://stdominicsa.org)

[saclaret.com](http://saclaret.com)

[stbrigidcc.org](http://stbrigidcc.org)

[joshblakesley.com](http://joshblakesley.com)



WEBSITE CONTENT

Homepage

Currently the homepage has content that is almost entirely contained within the navigation bar. In other words, if you want to find out more about the organization, the user will need to navigate to another page from the homepage, but in doing so the user has to guess which section they should visit within the navigation bar. The biggest issue with the homepage is that there is no introduction. The current homepage only provides the hours for the parish as well as office hours. There is also an option to sign up for “Traveling Chalice”, without any description of what Traveling Chalice is, which in turn provides no incentive to click on the link to find what benefits of signing up are.

First and foremost, it is website standard for all of the landing pages including the homepage to have a headline that matches what was clicked from organic search, followed by a supporting sub-header to provide extra information. However, the parish is not offering one type of particular service or product and so sticking with that formula would be difficult. Instead, this page should focus on the many different events and programs the parish offers. This can be achieved with a slideshow of all the different events and programs being offered for the month. The slideshow would showcase graphically designed posters, each customized to that specified event. Each poster would have the title/headline of the event, a subheader, brief description, dates and times. If the user clicks one of the posters in the slideshow, the user will be redirected to a page that is dedicated for those said events.

The homepage should also reflect a social media presence and can do so with a “live tweet board”, where recent tweets are shown from members experiencing the events as they occur.

The first navigation bar on the page is distracting and should be moved down to the footer of the page. A “fat footer” is suggested; a footer where there are more than a few rows of information, that can house the contact information as well as links to other organizations or companies that work with the parish.

Sacraments

Currently the Sacraments section of the site can be found in the navigation bar. Each sacrament listed has it's own page. Instead of separating each sacrament as it is done here, the website can have all of the individual sacraments on one page.

The page should also have a brief description on the significance of the 7 sacraments, and could possibly even index each of sacrament so the page can navigate down to that specified sacrament upon clicking.

KEYWORD STRATEGY

Keywords to emphasize include words that classify the church's denomination, list services and events offered, as well service times. According to Google Adwords, search popularity is highest for the following keywords involving parish retreats:

- spirit retreats
- catholic retreats
- acts retreat
- catholic mass times
- christian retreats

We would also propose utilizing keywords that reflect other popular services sought after by those within a parish. This includes but is not limited to quinceañera, weddings, Catholic education, and baby christenings/baptisms. Prince of Peace currently hosts such events and can thus be considered among search results when those kinds of keywords are typed in. For example:

- catholic baby christening
- catholic quinceanera
- catholic quinceanera san antonio
- father patrick cronin baby christening

Next, the most popular keywords for users searching for a catholic church involve mass times or schedules. In Adwords, the following were the most popular:

- mass times catholic
- mass schedules
- prince of peace mass times

sunday mass times  
prince of peace church mass times  
parish bulletin

Most importantly, keywords with the name of the parish must be emphasized, as there are several catholic churches in the San Antonio, TX area who offer the same services and concept of community:

prince of peace in san antonio  
prince of peace  
prince of peace catholic community  
peace of peace catholic  
prince of peace catholic church  
prince of peace parish

*SAMPLE SITE DESCRIPTION AND KEYWORD META TAGS FOR WEBSITE:*

Prince of Peace Catholic Church | San Antonio, TX  
www.princeofpeacecatholic.org  
San Antonio, Texas. A Catholic Community that strives to foster Christian love and continuous spiritual growth and unity among followers of Jesus Christ.

<meta name="keywords" content="catholic church, prince of peace, san antonio, mass times, etc.">

<meta name="description" content="A Catholic community that fosters Christian love and continuous spiritual growth and unity among followers of Jesus Christ.">

*LANDING PAGE ELEMENTS*

*Headline*

The headline is almost always the opportunity to grasp the visitor's attention. Thus, it is

important to have a headline that is clear and relevant to what the person originally clicked on to arrive there. Aside from the attention-grabbing aspect of the headlines, the headline needs to inform the user what the page is about. Effective headlines are also usually short and sweet. For example, if a visitor lands on the “Events” page of the site, featuring upcoming events like retreats, CYO game-day, etc., the headline could be something as simple as: “This Month at Prince of Peace...”

*Subheadline*

The headline should be accompanied by a subheadline that can go slightly more in depth and detail than the main headline. In keeping with the previous headline example, a good subheadline under this could be: “We are making this holiday season one to remember. Stay informed on what's going on this month”. There is a lot of room for creativity for the headline and subheadline combination to grab the visitor's attention and make them stay.

*Images*

It is suggested to use large pictures for each page. The brain processes images 60,000 times faster than text, so using nice high resolution pictures on the landing pages will allow the visitor to be affected immediately. All images should also be relevant to the content of the page.

*Explanation*

This is where we integrate more text to explain the message(s) that the page is trying to convey. So, on the Events landing page, there would be text explaining what those events are as well as their purpose. For example, if there is a CYO game, there could be a brief description of what CYO is and then the information for the actual CYO event.

# SOCIAL MEDIA CAMPAIGN

## SAMPLE CAMPAIGN TO INCREASE TRAFFIC TO THE WEBSITE/BLOG

A sample media campaign could involve members of the parish as well as others affiliated with the parish providing updates about their experiences as part of parish life and community. The campaign would encourage members to post status updates and tweets accompanied by photos to share the moments that are most meaningful to them during their attendance. This would be achieved via flyers and announcements made throughout the parish prompting members to “like” and “follow” Prince and Peace on their social media accounts.

To build a solid following, the campaign would focus on the members of the parish getting active on the parish's social media pages, specifically Facebook and Twitter. Content for Facebook posts would include: flyers for upcoming events and programs, posted photos of special services like quinceañeras or baby christenings/baptisms, scriptures of the day, highlights from mass, and news updates concerning the catholic church.

## SAMPLE CONTENT

*A sample tweet might look like this:*

“Going live with @JoshBlakesleyBand at 6pm in the main hall! The band will be playing songs from their new album and having free giveaways at the parish this evening.”  
#princeofpeacesatx, #grateful, #joshblakeslytour

*Sample Facebook posts might look like this:*

“Jesus loves you and wants to speak to you especially when you wrestle with doubt. This Father Cronin's sermon talked about coming to Christ with all your needs and leaving them there.”  
#dependentonchrist, #princeofpeacesatx

“Today we celebrate Jessica Alvarez as she blossoms into a virtuous woman of the Lord. May her Quinceanera be lovely and blessed.” #proverbs31, #princeofpeacesatx, #peacequinceanera

## Contest for visitors of social media pages to boost website traffic

To involve visitors more consistently there could be a contest for sharing their most memorable experiences at the parish. Contest winners would get free admission to the parish retreat. Contest rules would require that Facebook posts be accompanied with pictures and that all tweets and posts have proper tags and hashtags.

## GETTING FOLLOWERS ON SOCIAL MEDIA

All social media accounts should have uniformity in how the profiles are set up and presented to the public. For example, each profile will be complete with an avatar that showcases the parish's logo, and a solid biography/description of the organization's mission. The latter will be crucial, since most people read the ‘bio’ of an account before deciding if they want to follow that account. A sample bio/description should also be brief and relatable. This would be an example of such:

“Dedicated to spreading the love of Christ to all walks of life.” -Prince of Peace Catholic Church, San Antonio, TX.

## Twitter

For twitter it is important to compose tweets that are interesting or thought-provoking in nature. The level of intrigue must remain consistent to continually gain followers. Tweets should have variety, including posting an occasional photo to accompany a tweet. For example, while there should be tweets quoting well-respected figures in the parish community, there should also be tweets about the many events going on, as well any thoughts on the current news taking place that interests the parish community. This should also include any main events or announcements on the parish bulletin. There can also be posts of interesting links that support the content.

It is also critical to tweet often and during the right times of the day to maximize the visibility of the account. The best times to tweet are before 9am and then after 6pm, taking timezones into account. On the other hand, it is also important not to flood your followers with too many tweets. This could cause people to unfollow.

Using appropriate hashtags will connect to people with similar interests. This is a way to keep

up with whatever is currently trending to maximize exposure. In addition, all other platforms like the organization's email, other social networking outlets, blogs, and website should direct people to follow the organization's twitter account. As well as any other account the organization has on social media. The parish should also request of its members to “retweet/ RT” its tweets. This request may be made at the end of any tweet to encourage followers to do so. Retweeting pushes your exposure to the edges of your twitter network. It will also be promising to get other well-known or influential people to follow the Prince of Peace account. This way their many followers will see the account and want to follow as well (wikihow.com).

Facebook

The Facebook account should focus on posting great content. The peak times to post on Facebook are between the hours of 1pm to 4 pm. As noted before, content should be uniform in nature across all social media platforms. So Facebook posts should be accompanied by hashtags that will link to Twitter. The Facebook account should also focus on engaging with other people and re-sharing others’ content. An instance of this could be making a post that congratulates someone who recently had their wedding ceremony in the church, on their Facebook page. Moreover, if someone makes a post about an experience they've had concerning the parish then that should be re-shared and/or “liked”.

Other activities that should be done are similar to those noted under the “Twitter” section, such as following other users and reaching to influencers, to name a few.

# NON-ORGANIC SEO

SET UP A GOOGLE ADWORDS ACCOUNT

TWO SAMPLE AD DESCRIPTIONS

The two sample ads presented below focus on the placement of the church's name as keywords along with the listing details on masses and activities offered. **(Figures 5 & 6 Appendix)**

Prince of Peace Catholic Church  
http://www.princeofpeacecatholic.org  
Join us Sundays at 8:30 or 10:30 AM  
A giving church for everyone & anyone

Prince of Peace Catholic Church  
http://www.princeofpeacecatholic.org  
Daily Mass. Weekly Activities  
& Adult and Youth Classes. Join Us!

BIDDING STRATEGY

We suggest using Cost Per Click (CPC) when bidding for ads. Using CPC you are able to set how much an ad click is worth. When you set a maximum CPC bid in a new campaign, it's applied to the keywords chosen for the ad group. The aim is to see what ads work in driving users and their response once they arrive to the website. For example if the goal is to get new sign ups to an event or a mailing list, you will be able to identify which keywords, times or devices are getting the best results.



# EXPECTED RESULTS

## EXPECTED RESULTS FROM ORGANIC AND INORGANIC EFFORTS

It is difficult to measure results without a preexisting baseline. The only baseline information we do have, from interviews, is that the parish website is “horrible.” With perception influencing trust of online visitors (**Demers, 2014**), this is a bad first impression. And one that can be greatly improved with a modest investment in digital marketing. The measure for improved perception will be a qualitative one made by individuals, but these individual voices can be measured quantitatively. And we expect that given the current website, those who are familiar with it will readily comment on any perceived improvement.

In addition to these qualitative assessments, we expect that the organic and inorganic efforts, will lead to a growing mailing list, active social media community, return website visitors, and higher webpage rankings.

## SUMMARY OF RECOMMENDATIONS

### Install Analytics

- \* Frequently review Analytics

Create an identifiable brand identity that can be carried through your digital marketing

### Setup Official Social Media sites

- \* Train leaders in Social Media use
- \* Use social media regularly

### Improve website content:

- \* Make <http://www.princeofpeacecatholic.org/forms/registration.pdf> and <http://www.princeofpeacecatholic.org/forms/Learn%20More.pdf> pages more prominent on page/turn into web-form for immediate submission.
- \* Create new content

- \* Use bulletin articles as new articles on a blog page for the parish
- \* Use news articles and provide a brief overview or commentary to add value to them. Do not simply copy news articles.
- \* Use target keywords in content.

### New Website's design:

- \* Use a Fat footer instead of two navigation bars (see website content/homepage)
- \* Redesign site to be responsive to mobile devices
- \* Add Meta tags for keywords and Site description to webpages.

Consider linking with neighboring parishes, visiting music acts, and other local businesses.

### Marketing

- \* Consider making an integrated marketing campaign implementing ad suggestions
- \* Create event/purpose specific landing pages in line with suggestions
- \* Consider paying for ads, especially very cheap re-marketing ads from Google ads

## FIX AS SOON AS POSSIBLE:

- \* Bandwidth limit (see bandwidth error)
- \* Missing page errors from old pages (see 301 errors)
- \* Bad link errors on new site (see 404 errors)

## FUTURE SUGGESTIONS IN GENERAL

We recommend that Prince of Peace follows through with the survey process, so that a baseline of parish expectations and sentiment towards digital marketing can be established. Additionally, this will act as a way of advertising the coming website change, and parishioner centered digital evangelization.

We suggest that the parish consider using WordPress as a basis for the website, as it is becoming an industry standard content management system for websites. It is used by



companies like Vogue, Sony Music, The New York Times, Time Magazine, and more. It has also been adopted by diocese and parishes alike due to it's ease of updating.

Some diocese using Wordpress include: The Archdiocese of Washington, Diocese of Providence RI, Diocese of Brooklyn, and the Archdiocese of St. Paul and Minneapolis amongst others. One of the strongest benefits of using wordpress, is the ability to maintain content between web designers, as the content is separate from the design in wordpress. Allowing a designer to focus on the design of the site, and reducing the time it takes to create a new site.

# APPENDICES

FIGURE 1: TOP PAGES LINKED TO BY OTHER WEBSITES

## Target Pages

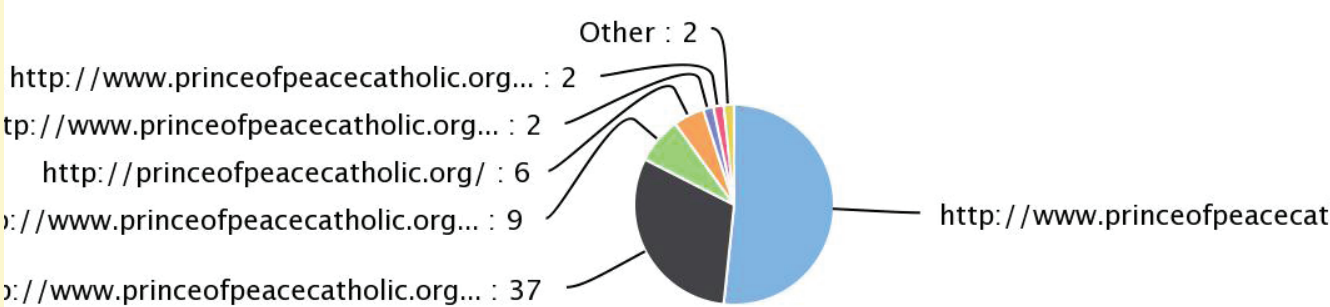


FIGURE 2: TOP REFERRING DOMAINS TO PRINCEOFPEACECATHOLIC.ORG

## Referring Domains

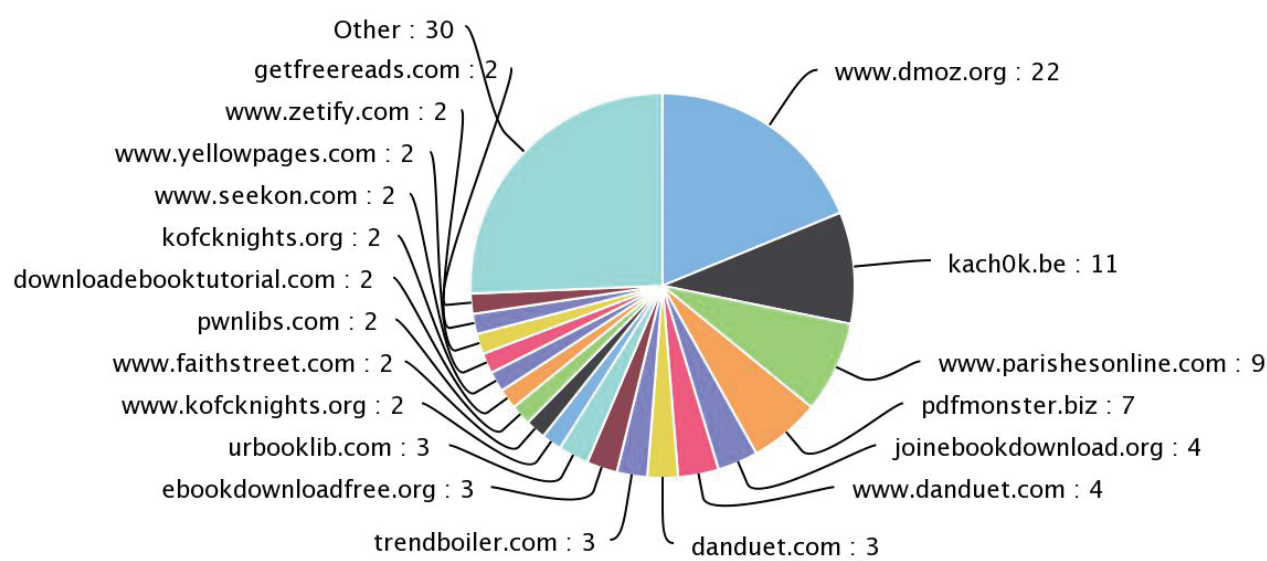


FIGURE 3: 404 ERROR FROM WEBSITE

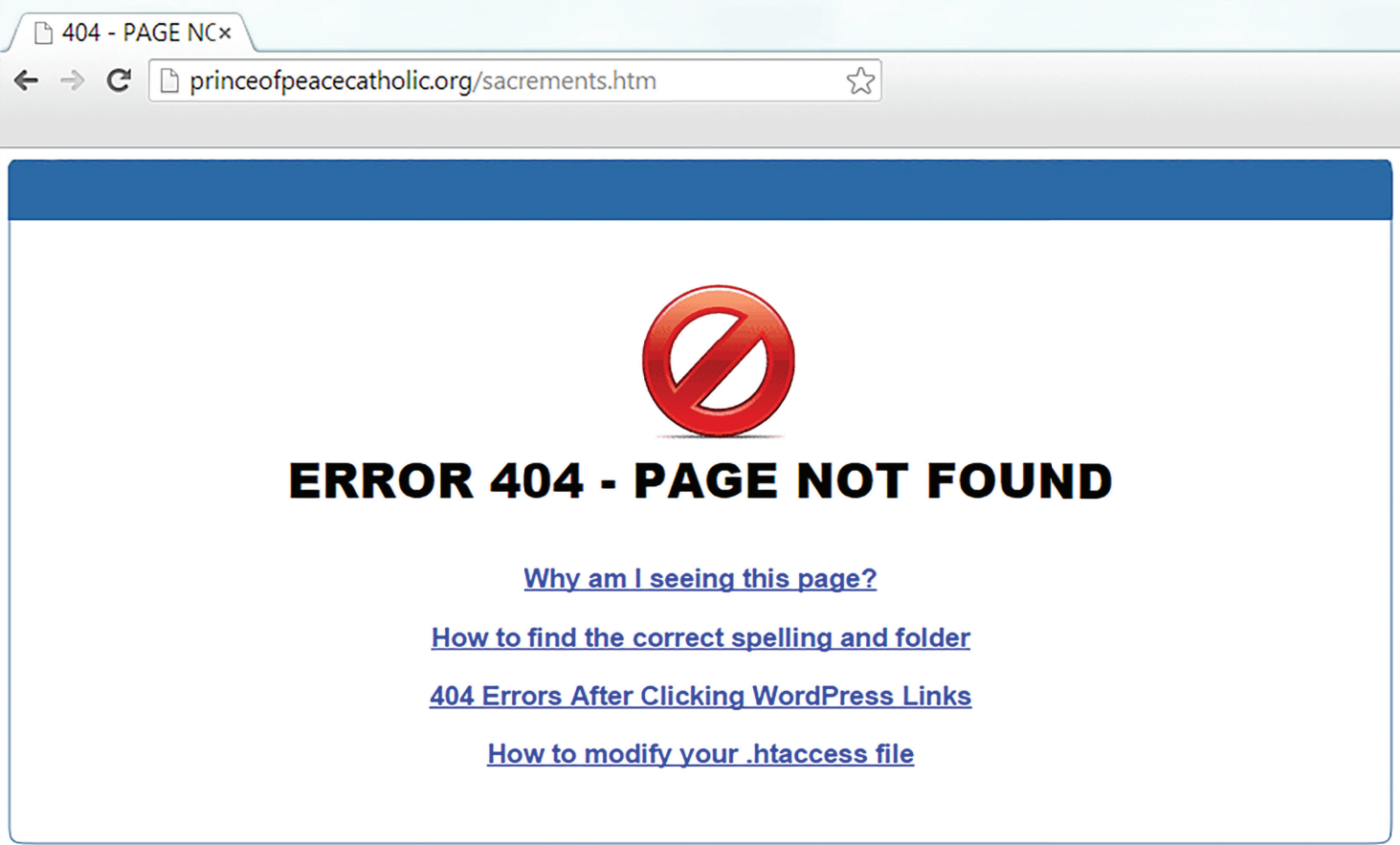


FIGURE 4: 509 ERROR (BANDWIDTH EXCEEDED) FROM WEBSITE

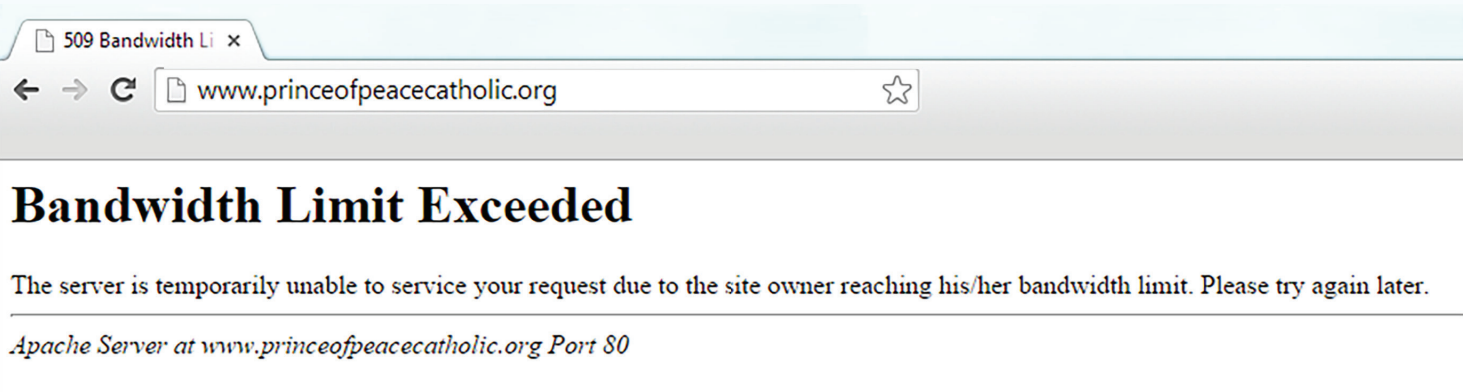


FIGURE 5: USING VARIOUS KEYWORD COMBINATIONS TO CREATE AN AD.

Your ad

The following ad preview may be formatted slightly differently from what users will see.

Prince of Peace Church

<http://www.princeofpeacecatholic.org>

Daily Mass. Weekly Activities

& Adult and Youth Classes. Join Us!

Keywords

prince of peace mass times

prince of peace catholic

prince of peace catholic community

prince peace

peace of prince

prince of peace san antonio tx

prince of peace bulletin

prince of peace church mass times

parish bulletin

prince of peace parish

prince of peace catholic church

sunday mass times

catholic mass times

catholic church mass times

church mass times

san antonio catholic church

FIGURE 6: FINAL RENDERING OF ADS TO BE DISPLAYED IN GOOGLE.

Side ad

Prince of Peace Catholic

[www.princeofpeacecatholic.org](http://www.princeofpeacecatholic.org)

Four Masses offered on Sundays.

A giving church for all. Join us!

Top ad

Prince of Peace Catholic - Four Masses offered on Sundays.

[www.princeofpeacecatholic.org](http://www.princeofpeacecatholic.org)

A giving church for all. Join us!

Side ad

Prince of Peace Catholic

[www.princeofpeacecatholic.org/weekl](http://www.princeofpeacecatholic.org/weekl)

Daily Mass. Weekly Activities

& Faith Classes. Join Us Today!

Top ad

Prince of Peace Catholic

[www.princeofpeacecatholic.org/weekl](http://www.princeofpeacecatholic.org/weekl)

Daily Mass. Weekly Activities & Faith Classes. Join Us Today!

FIGURE 7: CURRENT REVIEWS OF THE CHURCH IN GOOGLE.


## Prince of Peace Catholic Church

7893 Grissom Rd, San Antonio, TX

4 reviews


Sort by: Most helpful ▾

Write a review




**Pilar Zarate**  
6 months ago

★★★★★ ABOUT KIDS DAY OUT PROGRAM [More](#)




**Christopher Martin**  
a year ago

★★★★☆ I am not a member of Prince of Peace-- but I do attend almost every evening mass that begins at 7pm regularly. [More](#)



**A Google User**  
2 years ago

★★★★★ I've been coming to this church for about 6 months now... I love this church & the enviornment. I've heard so many bad things about Father Pat, but what people don't understand is that he's human too... we all get mad & lash out, but also ... [More](#)



**A Google User**  
3 years ago

★★★★★ I have been a parishioner of Prince of Peace for about 7 years now. The community is amazing and loving. I moved into the neighborhood about six months before I decided to attend there, going instead back to my old parish even though it was a 30 ... [More](#)

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