

The metrics of mobaptist.org





RESOURCES

PEOPLE

MINISTRIES

PARTNERS

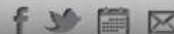
PRAYER



Home About Us Churches Calendar Ministries Community

how to reach missouri baptists

SEARCH



mobaptist.org
Today

Contact Information

Missouri Baptist Convention
400 E. High Street
Jefferson City, MO 65101

Pathway

- The Supreme Court's ruling against DOMA: a pit stop, not the finish line
- From grief to hope in Jesus

First Name

Two primary ways to measure success

By comparing our current website metrics to past metrics.

By comparing our website metrics with metrics of other Baptist conventions.

Overview

Visits vs. [Select a metric](#)

Hourly Day Week Month

May 1, 2013 - Jun 30, 2013: ● Visits

May 1, 2012 - Jun 30, 2012: ● Visits



↑ 178.71%
Not including
homepage

9,142 people visited this site

Visits



Unique Visitors



Pageviews



Pages / Visit



Avg. Visit Duration



Bounce Rate



Year-over-year
Mobaptist.org has
improved substantially in
every category

Overview

Visits vs. [Select a metric](#)

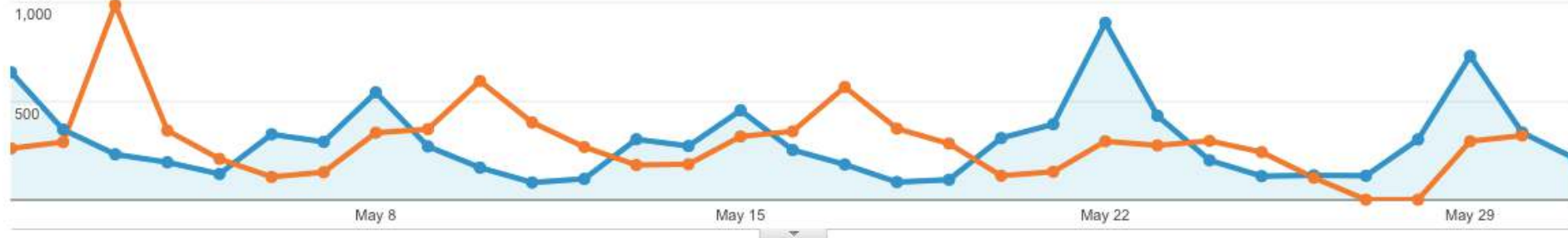
Hourly Day Week Month

May 1, 2013 - May 31, 2013:

Visits

Apr 1, 2013 - Apr 30, 2013:

Visits



5,388 people visited this site

Visits



Unique Visitors



Pageviews



Pages / Visit



Avg. Visit Duration



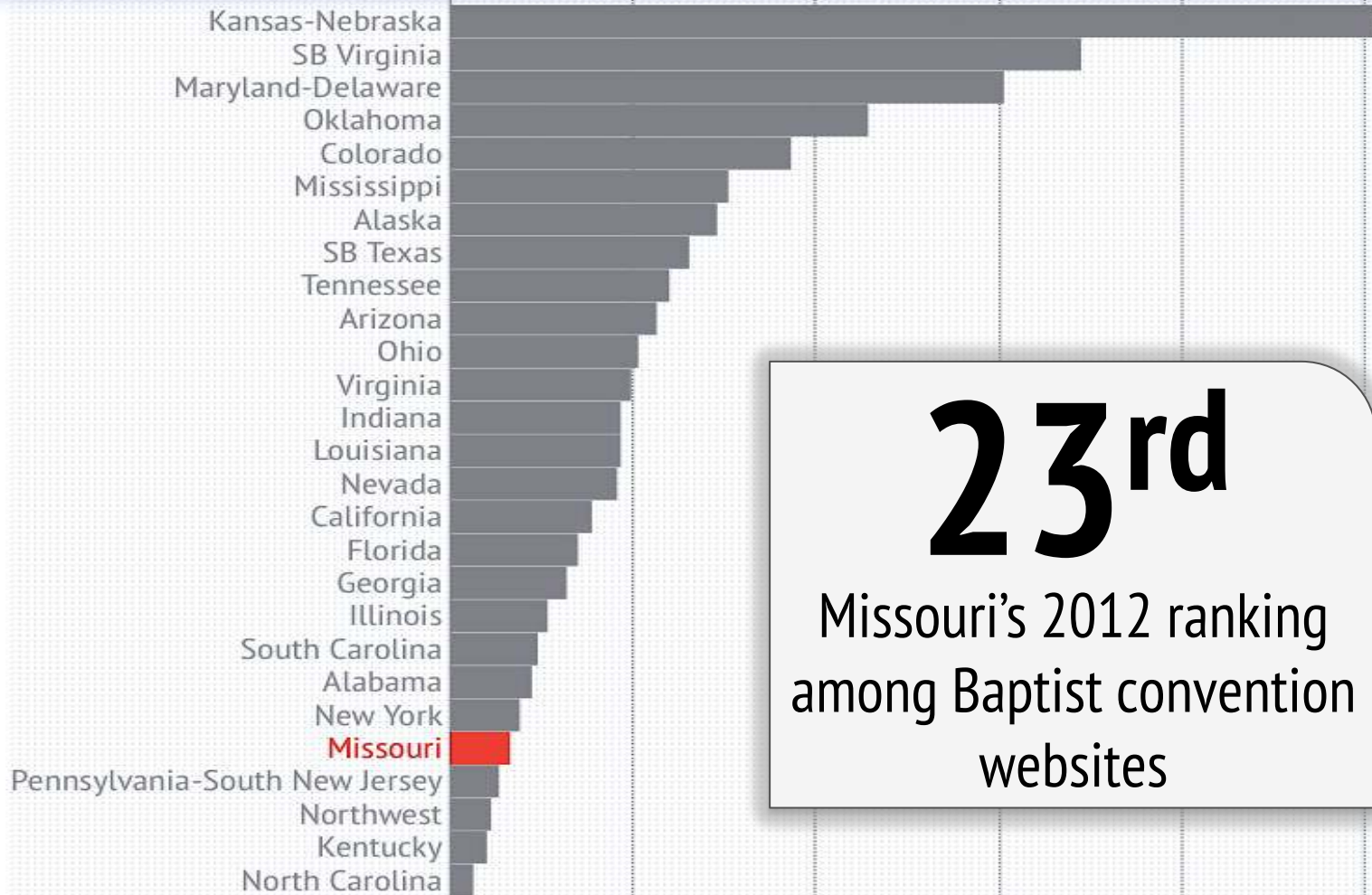
Bounce Rate

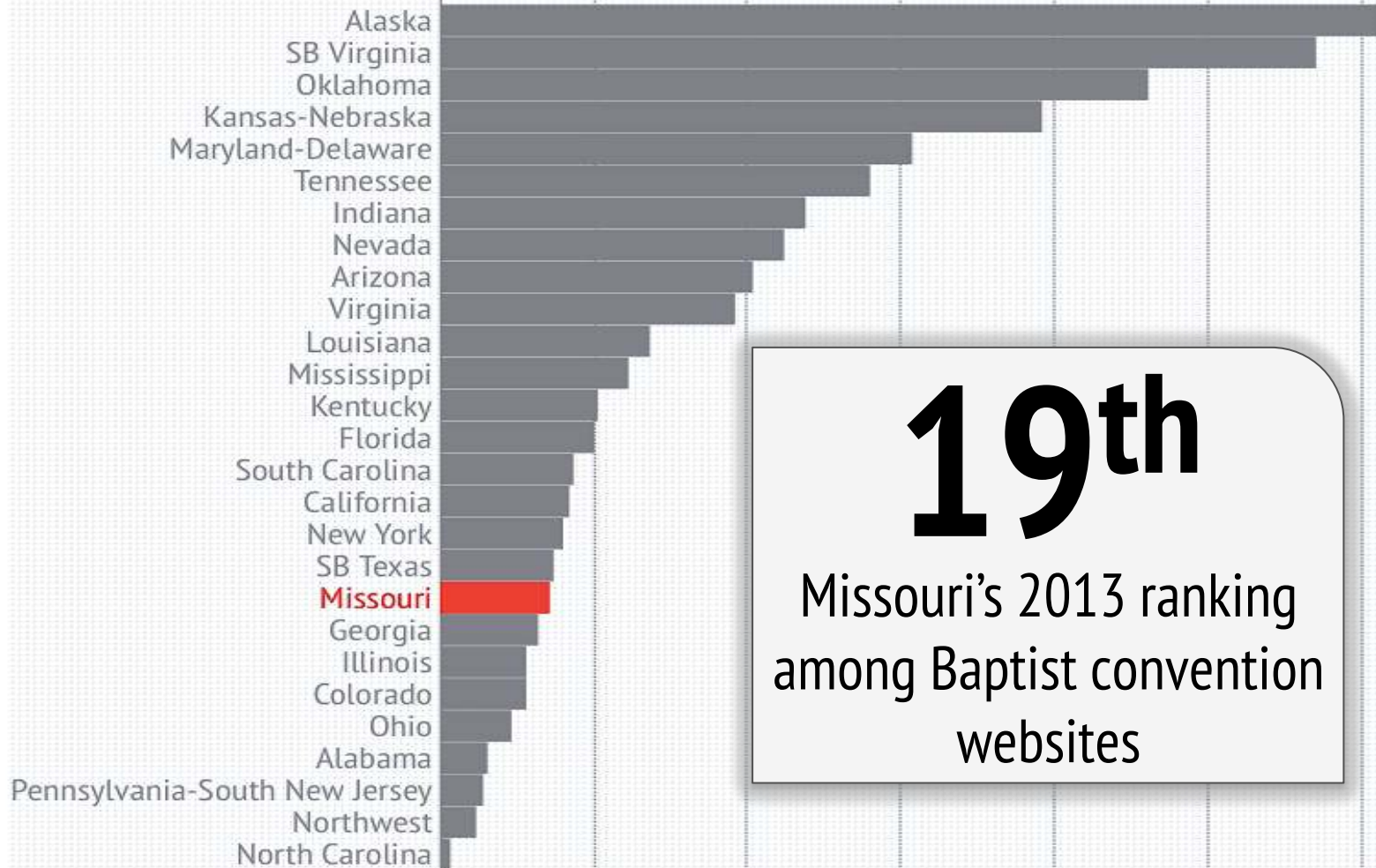


Before & After
After launching the new
mobaptist.org, numbers
jumped dramatically

Method for ranking Baptist convention websites







19th

Missouri's 2013 ranking
among Baptist convention
websites

529

Total video plays for the
first six months of 2012



4,778

Total video plays for the
first six months of 2012

Video Metrics

529

Total video plays for the
first six months of 2012



↑ 803%
*Increase in
video plays*

4,778

Total video plays for the
first six months of 2012

Video Metrics

30

Total video downloads for
the first six months of 2012



529

Total video downloads for
the first six months of 2012

Video Metrics

30

Total video downloads for
the first six months of 2012



↑ 1,663%
*Increase in
video plays*

529

Total video downloads for
the first six months of 2012

Video Metrics