

What Will Make Your Website STAND OUT?



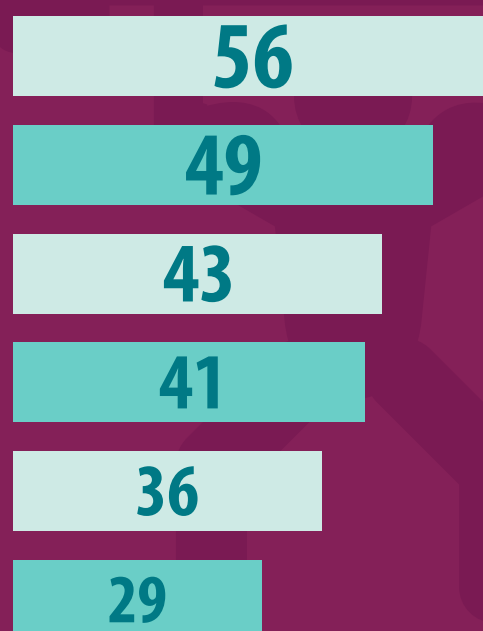
GMI recently conducted its Agency Web Review, sending over 350 prospective missionaries to review North American mission organization websites in order to better understand what people are looking for and how agencies are perceived based on their Internet presence. The survey helped identify some of the strengths and weaknesses of mission websites.

What Visitors Saw as Strengths

- Well Organized
- Good Visuals/Photos
- Informative
- Easy to Use
- Information Clear
- Mission/Vision Description



NUMBER OF MENTIONS (out of 213)



What Visitors Saw that could be Improved

- Add/Improve Visuals
- Add/Improve Stories
- Improve Layout
- Reduce Text/Information
- Improve Navigation
- Update/Clarify Opportunities

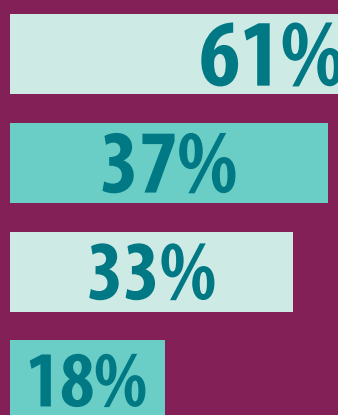
NUMBER OF MENTIONS (out of 176)



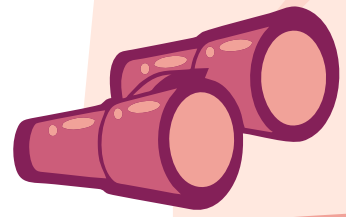
What Did Visitors Think?

- "I plan to visit again"
- "I'll take the next step"
- "I'll tell a friend"
- "I will post or tweet about it"

PERCENT OF PEOPLE IDENTIFIED AS EXTREMELY LIKELY OR LIKELY TO SAY THE FOLLOWING AFTER VISITING AN AGENCY SITE



Two Websites to Watch



New Tribes Mission (www.ntm.org)

75% strongly liked

vs.

43% for all agencies

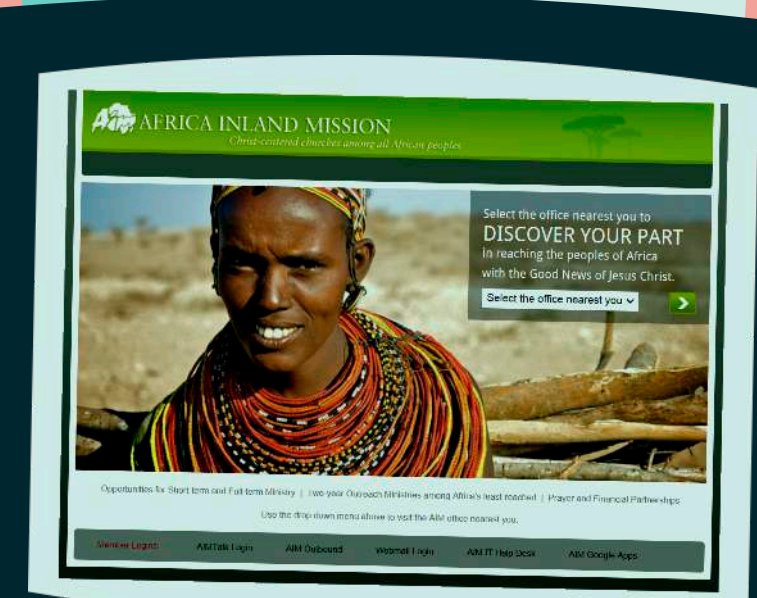
HIGH APPEAL

HIGH MOTIVATION

vs.

15% for all agencies

44% extremely likely to pursue opportunities



Africa Inland Mission International (www.aimint.org)

Source: 2013 Agency Web Review, www.gmi.org/agencywebreview. Click here to purchase the full Agency Web Review Report.



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