



COMPLEMENTARY

CHECKLIST FOR BUILDING YOUR ONLINE PRESENCE

ONLINE MINISTRY CHECKLIST

Our culture today makes it important, necessary even, to have our ministry online. Although the internet has its downfalls, it's given us a great platform to spread the gospel—and that's precisely why I want your ministry's online presence to flourish. It doesn't matter if your blog has numerous pages or just a blogroll, you need to relay your message and cut through all the noise from negative blogs on the web.

The first, and I believe the most critical step, is to pray over your ministry, website/blog and social media platforms. Having His hand on your ministry will produce supernatural results.

If there is one more thing I could emphasize before we get into the checklist: Don't get caught up in the numbers. That is not what this checklist to grow your online presence is about. It's about building the Kingdom and spreading the gospel in our crazy online world. I am guessing you've heard the saying, "quality over quantity" before and I believe it's the same when you are working for Jesus. Even if you reach ONE soul, you have done it well, thou good and faithful servant.

Do you have the basic necessities to grow your website, blog or email list? Go through this checklist and see how you are doing! If you need help in any area, please email info@carolensminger.com

WEBSITE/BLOG DESIGN CHECKLIST

Whether you are just starting your ministry, or have been doing ministry work for years, it's always important to take a step back and be sure you have everything you need from a visual standpoint.

- My blog represents my brand's color palette.
- My images represent my passion, focus, and brand.

WEBSITE/BLOG NECESSITIES CHECKLIST

- I have honed in on a niche and speak to a specific audience.
- My website/blog focus is in line with my passion and purpose.
- My story and/or bio is written to make it easy to identify what my blog is about and what I do.
- My blog can easily be visited from my landing or home page.
- I offer something that entices the viewer to sign up for my blog updates.
- I have a landing page dedicated specifically to subscribing to my blog.
- I regularly provide actionable tips and resources that speak to my audience.

You don't have to have long posts, but posting regularly is vital to increasing your traffic and connecting with those on your mailing list. Keep in mind that blogging too much may cause subscribers to click that "Unsubscribe Me" link, so find the balance that is best for your audience.

ENGAGEMENT NECESSITIES CHECKLIST

You want people to do more than come to your blog, right? You want them reading your posts, commenting and sharing your posts. For that to happen, you want to make it easy for them to take action on your post.

- I have installed sharing buttons on my website. (It's the new "word of mouth" marketing! Share buttons on the bottom of your post will allow the reader to read your post and then prompted them to share.)
- I have provided an action plan on each post. (Ask them to sign up for your newsletter, visit another post/page, or ask a question then ask them to leave a comment on your post.)
- I engage with others regularly (3-5 times/week) by visiting blogs to like, comment, or share. (You can also invite them to connect with you and your blog.)
- I share other ministry's content weekly. (Share, Tweet, Pin, etc.)

SOCIAL MEDIA CHECKLIST

You can spend hours on social media marketing. Do you know where your audience is? That's where you need to focus your time and attention. If your audience is pinning away, focus your efforts on Pinterest. Put most of your marketing time and budget where your audience is, but do not forget about the other platforms.

- All of my social media accounts have the same branding, the same look and feel, so others can easily recognize me or my ministry.
- I have all my social media accounts on my blog and ask the viewer to "like" and "follow" me.
- All my posts have an action plan directing them back to my website, blog or other social medial platform.
- On my videos, I tell my audience where to connect with me on social media.
- I visit social media six days a week (- your day of rest!) and engage with my audience by commenting, sharing or retweeting relevant information to your ministry.
- I cross-promote with a other ministries agreeing to support and promote each other's ministry, blog and social media.

GROWING YOUR EMAIL LIST

You may have heard the saying, "The money is in the list!" This means that your email list can be a valuable asset for your ministry; it can be a way for you to fund your passion and spread the good news!

- I am using an email service provider such as Mail Chimp, ConvertKit, MailPoet or Constant Contact.
- I offer a gift when the viewer subscribes to my blog. (Choose something your audience will want.)
- My opt-in a feature is in a prominent place so my visitors can't miss it.
- I included a call to action to join my list in my story/bio.
- I provide relevant content in anything I send out.