



Review

Assessing current digital communications, online presence and social media in the district

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Quicklinks: Find your Circuit

Jump to your section of this report by clicking on your Circuit:

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[Bridlington](#)

[Pocklington & Market Weighton](#)

[Tadcaster](#)

[Thirsk & Northallerton](#)

[Ripon & Lower Dales](#)

[Pateley Bridge](#)

[Nidd Valley](#)

[North Yorkshire Coast](#)

[South Holderness](#)

[York](#)

[Ryedale](#)

[Driffield-Hornsea](#)

[Goole & Selby](#)

[Hull \(Centre & West\)](#)

Introduction

Are our 'Flourishing Missional Communities' also 'flourishing' online? **How can we support our Circuits & Churches to 'flourish' online?**

Why is it important?

We live in an increasingly digital world, and so digital communications should be part of our strategy; both for outreach and connecting within our community.

Whether it's a website, social media account or other digital tool, we have a great opportunity.

Our online presence is important for: helping people find us / reaching more people / digital evangelism / staying connected / building relationships / meeting expectations / increasing our credibility / effective communication.

Before we can decide how we wish to use these platforms we need to document and evaluate our existing efforts.

The research and comments made in this report reflect the state of our District digital presence only at the time of writing. This report was compiled between September to December 2018, and so any subsequent changes made by churches or circuits are not recorded or represented in this document.

Definitions of Criteria

Criteria	Explanation
<p>Accessible Information:</p> <p>Are Church service times listed under 'home' or 'services' tab?</p> <p>Is the Church address & postcode listed under 'home' or 'contact' tab?</p> <p>Is a phone number & email address listed for a main Church contact?</p> <p>Navigation:</p> <p>Are there up to 9 main menu options which work & are listed on the top or left-hand side of the website?</p> <p>Methodist Identity:</p> <p>Does the website have the red Methodist 'orb' logo on the home page?</p> <p>Is there a link to The Methodist Church on the website - www.methodist.org.uk?</p> <p>Is there a link to the District website on the website - www.yorkshirenemethodist.org?</p> <p>Images and Video:</p> <p>How many images are used on the home page of the website?</p> <p>Are there any images of people on the home page of the website?</p> <p>Are there any videos present on the website?</p> <p>Mobile Friendly:</p> <p>Does the website have a 'responsive' mobile design?*</p> <p>*assessed on a Motorola Moto G4 smartphone running Android Nougat and using Google Chrome app browser</p>	<p>It's important to provide service times in an accessible location.</p> <p>Visitors need to know how to get to your church.</p> <p>It's important to make it easy for visitors to find contact details.</p> <p>Simple navigation is key for a good 'user-friendly' website. Industry standard is to have navigation at the top or left-hand side. It's usually recommended to have no more than 7 tabs, but the 'line in the sand' has been drawn at a max of 9.</p> <p>Having the Methodist logo in a prominent position creates an online consistency, and allows visitors to quickly see what denomination you are</p> <p>Would encourage having a link to The Methodist Church so visitors can discover more</p> <p>Would encourage having a link to the District website to create an online uniformity across the district</p> <p>Images engage your visitors, however too many slows down your site's load time. Even though we are measuring numbers, quality is more important than quantity with images.</p> <p>Photos with real people from the church or at events give the best impression. Do be aware of GDPR with photos of people – if in doubt, always get written consent.</p> <p>Videos are the best way to engage our visitors</p> <p>Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all</p>
All websites assessed during September – December 2018 using a Google Chrome web browser.	

Glossary of Terms

Glossary of terms:

Responsive Design = It's an approach that configures a website to the size of the screen a user is viewing the site on. This means that users can have the same viewing experience whether they are using their desktop computer or their mobile phone

URL = Website address in your browsers search bar. Officially stands for: "Uniform Resource Locator".
E.g. www.yorkshirenemethodist.org is the URL for District website.

LEP = Local Ecumenical Partnership

Favicon = A favicon, short for 'favourite icon' (or shortcut icon / website icon / URL icon) is a small image which is displayed in the web browser's address bar or next to a bookmark.

Social Media 'Handle' = In the online world, a handle is another word for a username. It refers to the 'name' you use (typically after the '@' symbol) on social media platforms like Twitter, Facebook & Instagram.

Menu 'tab' = my way of referring to the main menu buttons / links used in website navigation

Methodist Branding = promotion of The Methodist Church / Methodism by means of a distinctive design (i.e. using Methodist colours, logos, images, fonts, styles etc.). General 'branding' is: "The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme."

Secure Connection (SSL / HTTPS) = All website URLs start with https:// or http:// (before the www.). This stands for: Hyper Text Transfer Protocol and is the process by which data is sent between your browser and the website you are connected to. HTTPS is the secure version of HTTP, with the 'S' at the end standing for 'Secure'. It means all communications between your browser and the website are encrypted. An SSL certificate (Secure Sockets Layer) allows your website to use https and be secure. Websites that don't have this show up to visitors as "not secure" in the address bar.

Where ✓₍₂₎ has been used in this document it denotes there are 2 of the said account or website for the listed church/circuit. Usually this is referring to a 'linked group' such as the circuit/church youth group or a Messy Church. On a couple of occasions there are actually two websites for the same church/circuit online.

Summary

Our District: 216 churches | 8,223 members (2017) | 9,218 attendees (2017)

The data in this report represents research undertaken between September to December 2018, and so any subsequent changes made by churches or circuits are not recorded or represented in this document. Whilst every effort has been made to make sure the data is accurate, with so many websites and social media accounts, there is a small margin for error and possible that some could have been missed. As such, it is advisable to use the 'summary' statistics as guidelines and a 'snapshot in time', not as fixed and precise data.

District:

Totals in the District (all circuits, churches & linked groups – out of 234 in total)

Websites	Facebook Pages	Facebook Groups	Twitter	Instagram	YouTube
90 (38%)	52 (22%)	12 (5%)	23 (10%)	2 (1%)	5 (2%)

Other Platforms: 1 Vimeo , 1 Google+ , 1 Tumbler

**We have 94 Social Media
accounts in our District**

All percentages are rounded to the nearest whole number

Circuits:

Circuit Totals (out of 15 Circuits)

Websites	Facebook Pages	Facebook Groups	Twitter	Instagram	YouTube
12 (80%)	6 (40%)	2 (13.3%)	2 (13.3%)	0	1 (6.7%)

Circuit Websites Evaluation Totals (out of 13 websites)

Criteria	Totals in the District	
Accessible Information:	YES	NO
Service Times?	N/A	N/A
Address & Postcode?	N/A	N/A
Phone & Email?	N/A	N/A
Navigation:		
Working menu (see full)?	77%	23%
Methodist Identity:		
Red Methodist orb on Home?	54%	46%
Link to www.methodist.org.uk?	75%	25%
Link to District website?	69%	31%
Images and Video:		
No. images on home page?	Average of: 5 images	
Any images of people?	33%	67%
Any videos?	33%	67%
Mobile Friendly:		
Responsive design?	75%	25%
For full definitions of the criteria, see the Introduction page		

40% of Circuits have a
Facebook Page

All percentages are rounded to the nearest whole number

Churches:

Church Totals (out of 216 Churches)

Websites	Facebook Pages	Facebook Groups	Twitter	Instagram	YouTube
76 (35%)	45 (21%)	9 (4%)	18 (8%)	1 (0.5%)	4 (2%)

Church Websites Evaluation Totals (out of 76 churches with websites)

Criteria	Totals in the District	
Accessible Information:	YES	NO
Service Times?	91%	9%
Address & Postcode?	81%	19%
Phone & Email?	55%	45%
Navigation:		
Working menu (see full)?	70%	30%
Methodist Identity:		
Red Methodist orb on Home?	37%	63%
Link to www.methodist.org.uk ?	57%	43%
Link to District website?	22%	78%
Images and Video:		
No. images on home page?	Average of: 2.8 images	
Any images of people?	34%	66%
Any videos?	8%	92%
Mobile Friendly:		
Responsive design?	49%	51%
For full definitions of the criteria, see the Introduction page		

**35% of Churches in our
District have a website**

All percentages are rounded to the nearest whole number

Summary of Broad Outcomes:

More details can be found in the [Broad Outcomes](#) section at the end of this report

Areas for Improvement:

Methodist Logo on websites
District 'Identity'
Social Media presence
Varied content on Facebook
Videos

Sharing: Best Website Practices

'Quick Info' available in tab or footer
Info on Weddings and Room Hire
'What to expect on Sundays?'
Social Media icons / feeds

Sharing: Innovative Approaches

Online Shop
Online Giving
'Service Search'
Embedded Google Street View

What we do well:

The Basics
Professional URLs
Mobile-Friendly Design
Images of our churches
Up to date Facebook Pages

**63% of Church websites don't
have the Methodist Orb**

All percentages are rounded to the nearest whole number

The District

Summary

Overall digital communications at a district level is very good and there is a high social media presence by the district. Some improvement could be made to engage more of the district in the online communications (is everyone aware of the district social media channels?). At the moment there is a sense of 'quantity over quality' with social media and online presence. Despite this the District still has one of the best performing Facebook Groups in the district.

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓	✓	✓	✓		

- Challenges -

Having the staff resources to keep on top of all social media

* Highlights *

The district has one of the best examples of an active Facebook Group in the district

The district is utilising a wide range of online platforms

District Website (www.yorkshirenemethodist.org)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	n/a	Useful information provided and accessible
Address & Postcode?	Yes	Would recommend embedding google maps / directions to District office
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	Navigation works well but some sub-menus are confusing
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	n/a	
Images and Video:		
No. images on home page?	1	Would recommend having a few more images
Any images of people?	Yes	
Any videos?	Yes	
Mobile Friendly:		
Responsive design?	Yes	A few elements overlap and don't show up well on mobile
For full definitions of the criteria, see the Introduction page		

District Facebook*

Criteria	Evaluation	Suggestions
FB Page:		
Handle:	@Yorkshire NorthandEast MethodistDistrict	This is tricky – whilst the handle accurately describes the page, it is far too long to be of use. I would suggest shortening it, but it needs careful thought into what it should be. Ideally the handle should be the same across all social media.
Last updated:	16 th June	Over 3 months since last post.
Number of likes:	78 likes	This number is very low compared to the number on the FB group
Number of followers:	93 following	
Set up well?	yes	Profile & header photos look professional. About sections could be completed better. No link to the FB group.
FB Group:		
Last post:	6 hrs ago	Used frequently by members of the group
No. of members:	234 members	A good number of members – although only a few are active. Still a small percentage of members in the district.
Set up well?	yes	
*Facebook page and group assessed on 21/09/18		

District Twitter*

Criteria	Evaluation
Handle:	@YNEMethodists
Number of followers:	27
Number following:	34
Number of tweets:	1
Last tweet:	8 th Sep
Set up well?	yes
*Twitter assessed on 21/09/18	

Suggestions:

Website – On the home page the FB page feed extends the page length, and the footer is long due to the ‘site map’. Both add wasted ‘space’ to the page making it feel empty. I would recommend removing the site map from the footer and creating a max length for the feed to solve these issues, making the homepage more user friendly. I would also suggest using red in the footer to reflect the Methodist branding – the overall colour scheme of the district website is predominately grey which, whilst looking professional, isn’t very inviting.

Facebook – The Facebook page needs updating more regularly (scheduled posts can be used) and I would suggest 1 post a week. There needs to be a strategy of what content is communicated via the page compared to the group. What is the purpose of each? They can be used to serve different means, but currently are utilised for the same purpose, making the page redundant (as the group is used more).

Twitter – As a new social media for the district this needs developing. What is its purpose? I suggest that it needs someone to be active on it to ‘engage’ with other people.

Other – At this stage I don’t believe that the district needs Instagram, YouTube or any other social media platform.

Beverley Methodist Circuit

Summary

Whilst individual churches in the circuit have an ok online presence and good digital communications, there is no presence for the circuit. Currently the circuit has no platform at all and so first impressions online are that the circuit is disconnected and working separately.

Of the 4 churches in the circuit, 2 have websites (50%) and 3 have Facebook Pages (75%). No Facebook Groups, Twitter Accounts, Instagram Profiles or YouTube Channels could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube

There are 4 churches in the Beverley Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Toll Gavel	✓	✓				
Norwood		✓				
Walkington	- *	✓				
Tickton	✓					

* Has a page on www.walkington-news.org which provides info, but not its own website. Not sure if this webpage is managed by the church or not.

* Highlights *

Good use of photos and images
Great Facebook presence for a small circuit

Toll Gavel Church Website (<https://tollgavelchurch.org.uk>)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	Would recommend having these easily accessible in the footer
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	1	Whilst less images does improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	A really slick mobile design
For full definitions of the criteria, see the Introduction page		

General Recommendations:

A great first impression and the website provides lots of information about the church at your fingertips. Generally easy to use and a modern feeling website with an effective design. Would recommend having a website footer and provide links to the church's social media. There is a general lack of Methodist branding on website, however as a United Church / LEP is to be expected. Website appears up-to-date and no big blocks of text which is good (apart from the 'History' tab). A few church phrases aren't explained and would recommend being mindful of 'church jargon'.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	The information is hidden in the text on the home page – I would recommend making it more obvious.
Address & Postcode?	No	An address and postcode of the church needs to be provided.
Phone & Email?	Yes	Would recommend having these easily accessible in the footer. It's unclear who to contact with an enquiry.
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist logo on the website.
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more.
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	6	Really good use of images on the home page
Any images of people?	Yes	Great to see images of people actively engaging with the church – gives a good first impression. Make sure these are GDPR compliant.
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website provides various information about the church and it's easy to find, however, key info is hard to find: service times / address & postcode / contact info for the Methodist Minister. Not obvious on first look that there are 2 church buildings. There is clear and simple navigation that is easy to use. A range of contact options are provided however it's unclear who to contact. Would recommend a general 'enquiry' contact could be put in the footer. To improve the website design, try including more 'blank space' in the design and using the full width of the page. The website does have a great professional URL. As an LEP it would be good to have both 'Methodist' and 'Anglican' feel, but it has neither really - you are left feeling unsure what denomination it is! Some abbreviations and church phrases aren't explained, and this is confusing if you are a non-church goer. E.g. "ecumenical", "eucharistic", "Church Council".

Get practical advice & guidance for websites and social media on the [Resources](#) page

Bridlington Methodist Circuit

Summary

Overall the online presence of the Circuit and its churches is confusing. Both the Circuit and Sewerby Church appear to have 2 websites running – one must be an old one, but it has not been taken offline. This is very confusing as when using the websites, it keeps switching between old and new – and it's not clear which website should still be online. St. John's Burlington has a confusing online presence as it is referred to as 'St. John's' in some places, 'Bridlington Methodist Church' in places and 'Burlington Methodist Church' in other places. Consistency would be recommended.

Of the 6 churches in the circuit, 2 have websites (33%) and 2 have Facebook Groups (33%). No Facebook Pages, Twitter Accounts, Instagram Profiles or YouTube Channels could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓ (2)					

There are 6 churches in the Bridlington Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Barmston						
Flamborough						
Burlington	✓		✓			
Kilham						
Sewerby	✓ (2)		✓			
Skipsea						

* Highlights *

Does all the basics well. Lots of potential.

Bridlington Circuit Website 1 (<https://bridlingtonmethodistcircuit.simdif.com>)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Has a 'form' to contact but I would recommend having a phone and email contact details
Navigation:		
Working menu (see full)?	Yes	Easy navigation with a good number of menu options
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist logo on the website.
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	1	Whilst less images does improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

The website provides easy to find information on churches and the circuit. Would suggest having clickable links to the individual church websites. Simple to use with a familiar format, however recommend improving the website footer. To improve the website design, try including more 'blank space' in the design and using the full width of the page. Great to see that it has been updated recently with details of 'Flourish' district gathering. Easy to read - the 'History' page is the only exception which has long paragraphs of text without breaks and no images.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Bridlington Circuit Website 2 (www.bridlingtonmethodistcircuit.org.uk/churches)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Has a 'form' to contact but I would recommend having a phone and email contact details
Navigation:		
Working menu (see full)?	No	Most menu links work, but there are a few too many tabs. I would recommend 7, but it gets a 'no' as it is over 9 (as specified in the criteria). The 'Home' button doesn't work as it takes you to a different website.
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Link goes to the old York and Hull District site. Would encourage having a link to the new District website to create an online uniformity across the district
Images and Video:		
No. images on home page?	n/a	Website doesn't have home page as it links to website 1 above
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	
For full definitions of the criteria, see the Introduction page		

General Recommendations:

The website has all the same info on as Circuit website 1 above – I'm not sure which one is the 'official' website, and which is the 'old' one. Some menu buttons take you to the other website. Main area for improvement is the website design. If you click 'home' or type in the URL it redirects you to Circuit website 1 above! The URL is more professional than website 1 above. Would recommend only having one website online, as having two makes the experience confusing for visitors.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Has phone number but no email
Navigation:		
Working menu (see full)?	No	The menu links work fine, but there are a few too many tabs. I would recommend 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more.
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	3	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

There is various information about the church and it's easy to find. Good navigation, but maybe a few too many menu tabs. Would recommend providing an email address as not everyone likes to fill in the contact form. Contact details could be made more accessible by having them in the footer. Generally easy to use, but some info is in odd places which detracts from the experience. To improve the website design, recommend including more 'blank space' in the design and using the full width of the page. The website does have a good URL. Content is very up to date however the '©' in the footer gives the impression that the site hasn't been updated since 2015.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	No	
Address & Postcode?	No	An address and postcode of the church needs to be provided
Phone & Email?	No	Has a 'form' to contact but I would recommend having a phone and email contact details
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	1	Whilst less images does improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website has information on church activities, but key info is missing / hard to find, such as: service times, contact details, church address and postcode. Would recommend having familiar navigation tabs such as 'home' and 'about'. The menu is quite hard to read, and it's not clear that "Church on the Cliff" is a page for bookings. Would recommend providing an email and phone number rather than just a contact form. But there are some contacts for specific church activities which is good. To improve the website design, try including more 'blank space' in the design and using the full width of the page. Would recommend using colours other than just green on the whole website. Other than the word 'Methodist', there is little that connects to the look & feel of the Methodist branding. Great to see that the website has been updated recently with details of 'Flourish' district gathering and local notices. The contrast of colours makes the text hard to read, so recommend black text rather than green.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	No	Visitors will be looking for church service times, so they know what time to turn up
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	No	Some links don't work and send you to website 1 above. There are a few too many tabs – 23 in total. I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	I would recommend having the Methodist logo on the website to quickly show visitors the denomination and to be consistent with the Methodist brand across the connexion
Link to www.methodist.org.uk ?	Yes	Would encourage having a link to the District to create an online uniformity across the district
Link to District website?	No	
Images and Video:		
No. images on home page?	1	Whilst less images does improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

The website has all the same info on as Circuit website 1 above – not sure which one is the 'official' website, and which is the 'old' one. Some menu buttons take you to the other website. Would recommend only having one website online, as having two makes the experience confusing for visitors. Suggest keeping to a max of 7 main menu links. Lacking the familiar navigation tabs such as 'home' and 'about'. Good to see the embedded Google Street View. Some info is in odd places which detracts from the experience. The website feels a little 'cluttered', adding more 'space' would improve the readability. Main area for improvement is the website design.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Pocklington & Market Weighton Methodist Circuit

Summary

Whilst individual churches in the circuit have some limited online presence, there is no presence for the circuit. Currently the circuit has no platform at all and so first impressions online are poor. Edit: the circuit are currently in the process of creating a Website and Facebook Page.

Of the 9 churches in the circuit, 3 have websites (33%). No Facebook Pages, Facebook Groups, Twitter Accounts, Instagram Profiles or YouTube Channels could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube

There are 9 churches in the Pocklington & Market Weighton Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Barmby Moor						
Bolton						
Bubwith						
Holme-on-S-M						
Melbourne	✓					
Newton						
Pocklington	✓	- *				
Sancton						
St John's	✓					

* Has an automatically generated Facebook page. A good start, but it's not managed by the Church.

*** Highlights ***

Provides useful visitor information

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	No	An address and postcode of the church needs to be provided
Phone & Email?	No	There are contact details for if you want to hire the building but no details for a main contact, if you were wanting to just make an enquiry.
Navigation:		
Working menu (see full)?	No	Menu links work fine; however, it is located on the right-hand side and hidden. I would recommend having the navigation located at the top or on the left-hand side (see Criteria definitions on Introduction page)
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo in Red on the website. Still keep the blue colour scheme, but for online brand consistency, the orb should be in red somewhere.
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	6	Good use of images – particularly like seeing the inside of the church
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website has good amount of accessible information. Unfortunately, the navigation is lost in the right-hand column which is unfamiliar to most – it took me a while to find it. I would recommend putting it at the top or left-hand side. Lacking the familiar navigation tabs such as 'contact' and 'about'. Struggled to find any contact information. If it wasn't for the navigation it would be a great website with a good design and a professional URL. Methodist logo isn't in red, which is fine, but I would recommend having a red logo somewhere on the website. The website comes across as out of date (even if it isn't) as the latest news is from 2017 and '©' in footer says 2015.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	No	Would recommend providing the church postcode
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	No	It's not clear if the website even has a menu – the LINKS section sort of acts as a menu. I would recommend having the menu at the top or left-hand side.
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district. Currently references the old York & Hull district.
Images and Video:		
No. images on home page?	1	Whilst less images does improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

I would recommend adding some formatting to the website – it comes across as just a single white page. The design needs updating for both 'usability' and to appeal to the public. Website does have chapel location and service details; however, it could do with listing the church postcode. I would recommend working on the navigation, and providing some more familiar features that visitors will be used to on professional websites: navigation, header & footer, body etc. There is website 'code' that appears at the bottom of the site which needs fixing (I assume it's not supposed to be showing). The website does have a very good URL though. I would suggest not publicly stating when the website was last updated, as this quickly shows visitors if the site is out-of-date. The website does seem to be kept up to date which is great. Many different text sizes, fonts and colours are used which makes it hard to read. Generally, the website feels a little cluttered – I would recommend adding more 'space'.

Get practical advice & guidance for websites and social media on the [Resources](#) page

St. John's Church Website (www.marketweightonmethodist.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Would recommend providing an email address
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all
For full definitions of the criteria, see the Introduction page		

General Recommendations:

The website has a good amount of accessible information and a good number of navigation links that work well. The church address and postcode are available along with embedded Google maps. Has phone number but no email address. Would recommend having contact details on footer. Easy to use website with a familiar website format which is very intuitive. Website has good URL, but the design is a little outdated. Mostly accessible to non-church goers however some abbreviations aren't explained such as: 'AGM'

Get practical advice & guidance for websites and social media on the [Resources](#) page

Tadcaster Methodist Circuit

Summary

For the size of the Circuit there is a strong online presence that presents a consistent approach. One of the highest percentage of churches with websites in the district.

Of the 9 churches in the circuit, 5 have websites (55.5%) and 4 have Facebook Pages (44.4%). No Facebook Groups, Twitter Accounts, Instagram Profiles or YouTube Channels could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓					

There are 9 churches in the Tadcaster Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Appleton Roebuck		✓				
Boston Spa	✓	✓				
Church Fenton	✓					
Clifford						
Collingham						
East Keswick	✓	✓				
Tadcaster	✓	✓				
Ulleskelf						
Wetherby	✓					

* Highlights *

**Consistent look and feel across websites.
Great first impressions.**

Tadcaster Circuit Website (www.tadcastercircuit.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	n/a	
Address & Postcode?	Yes	
Phone & Email?	No	Has phone numbers but no email
Navigation:		
Working menu (see full)?	No	There are a few too many tabs – 17 in total. I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo in Red on the website. Still keep the colour scheme, but for online brand consistency, the orb should be in red somewhere.
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	Yes	
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

EDIT: website has been updated since this evaluation was undertaken. - The website has some useful information available, but I would recommend bit more detail for churches that don't have their own website. Navigation works well but churches could be listed under 1 tab. Currently 17 menu options - I would recommend keeping to a max of 7 main menu links. Lacking familiar menu options e.g. 'contact'. Contact details are available for each church and circuit staff however, it could do with a 'contact' tab and details on the footer or home page. A good modern design that gives a great first impression and stands out from the crowd in a Church context. The menu design could be improved, but the website has a great URL. Really great to see the promotion of 'Our Calling' and has a clear Methodist identity. Only recommendation would be to utilise more red in colour scheme. Navigation menu appears very long on mobile device.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	Could be made more obvious for visitors to find
Address & Postcode?	No	Would recommend providing the church address & postcode
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	No	There are a few too many tabs – 14 in total. I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	I love the church logo but would suggest having the Methodist Logo on the website too
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	2	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	Yes	Great to see the use of "Our Calling" video
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

The website has lots of information available, but I would recommend simplifying the navigation menu. A great church logo and website header, however I would suggest being careful with text formatting. There are lots of colours, fonts, sizes and styles used which makes text hard to read. Design is good, but the footer could be improved. Really good to see the use of Facebook feed for the Church Facebook page and The Methodist Church Facebook. The website URL is very professional. Website does feel quite 'cluttered' and I would recommend adding more 'space'.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	No	Would recommend providing the church address & postcode
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	The 3 links works well – unusually I would suggest the website could do with a few more menu tabs e.g. events, news, services, links or directions?
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

The website has a great design and gives a great first impression, however it is lacking content. There is very little information about the church and its activities. I would recommend some more photos. The site does have a professional URL. The website is lacking in Methodist identity as it has no logo, link to national website or district website. Also doesn't mention that it is part of the Tadcaster Circuit. The design has a consistency with other church websites in the circuit (as it has the same template) and this comes with pluses and minuses. Really good 'branding' but on the other hand it doesn't feel like the church's 'personality' shows through.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	Really love the "Quick Information" section in the footer
Address & Postcode?	Yes	Great use of Google Maps
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	Great to see a tab for weddings
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	2	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

The website has a great design and gives a great first impression, however I would recommend some more photos. The site does have a professional URL. The website is lacking in Methodist identity as it has no logo, and I would suggest a great use of red in the colour scheme. The design has a consistency with other church websites in the circuit (as it has the same template) and this comes with pluses and minuses. Really good 'branding' but on the other hand it doesn't feel like the church's 'personality' shows through. It's great to see tabs with information on weddings and hiring the building.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	Really love the "Quick Information" section in the footer
Address & Postcode?	Yes	Great use of Google Maps
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	2	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

The website has a great design and gives a good first impression. Would recommend having the Methodist logo / orb on the home page. Lots of information and a great URL. Would suggest having a Favicon. Otherwise little to improve.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	These could be put on the home page or footer
Phone & Email?	Yes	Same as above
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	5	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

A functional website with lots of information for visitors. A great URL. Recommend having a Favicon. To improve the design would recommend: having more images, utilizing the full width of the page, adding more to the header and footer, considering the colour scheme, and adding more 'blank' space. Would also be good to see the Methodist orb / logo on the home page.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Thirsk & Northallerton Methodist Circuit

Summary

Thirsk & Northallerton Circuit has a limited online presence, both at a circuit level and within the churches in the circuit.

Of the 9 churches in the circuit, 3 have websites (33%) and 2 have Facebook Pages (22.2%). No Facebook Groups, Twitter Accounts, Instagram Profiles or YouTube Channels could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓					

There are 9 churches in the Thirsk & Northallerton Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Appleton Wiske						
Borrowby						
Brompton	✓	✓				
Northallerton	✓					
Osmotherley						
Romanby						
Sowerby	✓					
St. James, Thirsk		✓				
Thornton-le-B						

*** Highlights ***

Good Circuit website

Thirsk & Northallerton Circuit Website (<http://thirskandnorthallertoncircuit.org.uk>)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	4	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website has a good amount of accessible information – only suggestion is that could potentially have an 'about' page. Has a good number of navigation links that work well. Might be good to provide multiple contact options. Generally easy to use. A good design and professional URL. I would recommend having a favicon. Other than the word 'Methodist', there is little that shows Methodist identity. Good use of images on 'Circuit Churches' page, but otherwise I would suggest improving the quality of the images. Website content appears up-to-date, however, the '©' in footer still says 2016 which I would recommend updating.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	No	Service times are listed but only on a PDF you have to open from the "What's On" tab. Would recommend making them more accessible.
Address & Postcode?	No	Couldn't find an address or postcode on the website
Phone & Email?	No	Email present but no phone number
Navigation:		
Working menu (see full)?	No	There are a few too many tabs – 13 in total. I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	2	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website has a good amount of information. Appears up-to-date however the '©' symbol in the footer still shows 2015 which doesn't give a good impression and needs updating. Great URL. Would recommend a Favicon. Main area for improvement is the website design which doesn't give a great first impression. To improve the design would recommend: having more images, utilizing the full width of the page, adding more to the header and footer, not using boxes / tables, considering the colour scheme, and adding more 'blank' space.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see these on the home page
Phone & Email?	Yes	Same as above
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website has a good amount of information. Main area for improvement would be the design, although the website does state: APOLOGIES THIS SITE IS CURRENTLY UNDER MAINTENANCE. It appears up-to-date however the '©' symbol in the footer still shows 2012 which doesn't give a good impression and needs updating. Great URL. Recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	No	Would recommend providing the church address & postcode
Phone & Email?	No	Would recommend providing a phone number & email address
Navigation:		
Working menu (see full)?	No	There are a few too many tabs – 15 in total. I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district. Currently has details of old York & Hull district.
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website has a good amount of information and appears to be update regularly which is great. The main areas for improvement would be the navigation menu and website design. At 15 tabs currently, the menu goes across three rows: it would improve the design, and ease of use for visitors, if it only occupied one row. Maybe reduce the options to 6 or 7 tabs and shorten the menu names. Would also suggest including more info in the website footer. Other area for improvement would be Methodist Identity – logo and links. To improve the design, you could: use more images, utilize the full width of the page, have a colour scheme, use the Methodist logo, make more use of the website header and footer. A great URL. Recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Ripon & Lower Dales Methodist Circuit

Summary

Whilst not many churches have an online presence in the Ripon & Lower Dales Circuit, the Circuit website is a great tool that is functional, helpful to all, and in part makes up for it. It's a very impressive example that sets a high standard for the whole district. Areas for improvement include: websites for larger churches in the circuit and more use of social media. Although the lack of online presence is to be expected given the rural nature of the circuit and creating platforms online for churches might not be suitable in some cases.

Of the 17 churches in the circuit, 1 has a website (5.9%). No Facebook Pages, Facebook Groups, Twitter Accounts, Instagram Profiles or YouTube Channels could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓	✓				

There are 17 churches in the Ripon & Lower Dales Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Allhallowgate	✓	- *				
Bedale & District						
Bishop Monkton						
Boroughbridge						
Carthorpe						
Dallowgill						
Ellington						
Finghall						
Grewelthorpe						
Harrogate Road						
Kirkby Malzeard						
Leeming						
Masham						
Melmerby						
Sawley						
Snape						
West Tanfield						

* Has an automatically generated Facebook page. A good start, but it's not managed by the Church.

* Highlights *

A great all-round circuit website that provides lots of info on local churches

Ripon & Lower Dales Circuit Website (www.riponlowerdalesmethodists.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	7	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website has lots of impressive content! Loads of useful information on most churches. Very innovative to have a 'service search' (although it didn't seem to work when I tried it). Engaging news stories which are up to date and easy to find. Good number of navigation links that work well. Several great options for getting in contact, although contact page is a little messy. Could have a Facebook icon to link to Facebook page. A fairly professional design which is better than many church websites. Would recommend having some 'red' in colour scheme. Content is impressively up to date which gives a great first impression. There are occasional big blocks of text which can be hard to read.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	No	Couldn't find the service times on the website
Address & Postcode?	Yes	
Phone & Email?	No	Couldn't find any contact details on the website.
Navigation:		
Working menu (see full)?	No	There are a few too many tabs – 17 in total. I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	4	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	Yes	
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

A really good website. Main area for improvement is the navigation menu. Would suggest having some more familiar menu links, such as: 'about', 'contact' and 'Home'. At 17 tabs currently, the menu goes across three rows: it would improve the design, and ease of use for visitors, if it only occupied one row. Maybe reduce the options to 6 or 7 tabs and shorten the menu names. Would also suggest including more info in the website footer. Other area for improvement would be Methodist Identity – logo and links. Great to see an embedded Google Maps.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Pateley Bridge Methodist Circuit

Summary

Pateley Bridge Circuit has a limited online presence, both at a circuit level and within the churches in the circuit. Whilst lacking in any online presence from the Circuit itself, the church presence is ok given the small nature of the circuit. Summerbridge particularly has a great website. Would recommend building a Circuit website.

Of the 5 churches in the circuit, 2 have websites (40%), 1 has a Facebook Page (20%), and 1 has a Twitter Account (20%). No Facebook Groups, Instagram Profiles or YouTube Channels could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube

There are 5 churches in the Pateley Bridge Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Darley						
Glasshouses						
Pateley Bridge	✓					
Summerbridge	✓	✓		✓		
Wath						

* Highlights *

Summerbridge Church's online presence

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	These could be put on the home page or website footer
Phone & Email?	Yes	Same as above
Navigation:		
Working menu (see full)?	No	There are a few too many tabs – 15 in total. I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	3	
Any images of people?	Yes	Great to see photos of people, just be careful of GDPR
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website provides lots of information but would recommend limiting the number of options in the main menu as it can be a bit overwhelming for visitors. Would suggest keeping to a maximum of 7 to 9 tabs. It would also be good to make the menu bigger (font size). To improve the website design you could: utilize the full width of the page, make more use of the header and footer, use larger images, and adding more 'blank' space. Would recommend having a Favicon. Generally lots of potential.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	5	Great use of photos on the website!
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all
For full definitions of the criteria, see the Introduction page		

General Recommendations:

A great website that has a modern design and gives a great first impression. Brilliant use of images and photos.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Nidd Valley Methodist Circuit

Summary

Nidd Valley has a strong online presence and great use of social media at Circuit level. Local churches websites vary a lot, but generally are of a high standard with only a few small areas for improvement. Lots of opportunity for growth.

Of the 14 churches in the circuit, 6 have websites (42.9%), 3 have Facebook Pages (21.4%), and 2 have Twitter Accounts (14.3%). No Facebook Groups, Instagram Profiles or YouTube Channels could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓	✓(2)		✓(2)	Young People*	

The circuit doesn't have an Instagram, but the circuit youth (Nidd Valley Young People) has an account. They also have a Tumbler account.

There are 14 churches in the Nidd Valley Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Bilton	✓	✓ (2)		✓		
Gracious Street	✓	✓				Vimeo
Hampsthwaite						
Harlow Hill						
Kearby						
Killingham						
Kirk Hammerton						
Pannal						
Park Grove	✓	✓				
Scotton						
Starbeck	✓			✓		
Trinity	✓					
Wesley	✓					
Woodlands						

* Highlights *

Some great circuit branding. Good online presence at Circuit level.

Nidd Valley Circuit Website (www.niddvalleymethodist.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	n/a	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	Great use of icons and logos as links!
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	
For full definitions of the criteria, see the Introduction page		

General Recommendations:

A great website that has a modern design and gives a great first impression. Brilliant use of social media icons. Would recommend having more details in the website footer.

Nidd Valley Circuit Facebook*

Criteria	Evaluation	Suggestions
FB Page:		
Handle:	@NiddValley	
Last updated:	18 th October	Kept updated regularly which is great
Number of likes:	70 likes	
Number of followers:	72 following	
Set up well?	yes	Set up well and looks professional.
*Facebook page assessed on 23/10/18		

Nidd Valley Young People Facebook*

Criteria	Evaluation	Suggestions
FB Page:		
Handle:	@niddvalleymethodist youngpeople	Would recommend shortening the handle
Last updated:	4 th October	Kept updated regularly which is great
Number of likes:	49 likes	
Number of followers:	49 following	
Set up well?	yes	Set up well and looks professional.
*Facebook page assessed on 23/10/18		

Nidd Valley Circuit Twitter*

Criteria	Evaluation
Handle:	@NiddValley
Number of followers:	244
Number following:	761
Number of tweets:	679
Last tweet:	19 th Oct
Set up well?	yes
*Twitter assessed on 23/10/18	

Nidd Valley Young People Twitter*

Criteria	Evaluation
Handle:	@NiddValleyYP
Number of followers:	187
Number following:	336
Number of tweets:	1,222
Last tweet:	20th Oct
Set up well?	yes
*Twitter assessed on 23/10/18	

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	These could be put on the home page or in the footer
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	Love the design!
Methodist Identity:		
Red Methodist orb on Home?	Yes	Would recommend having a larger Methodist logo.
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	6	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

A great colour theme, even though it doesn't match the Methodist colours. A really clean and easy to use website. Great to see the Twitter feed. Not much to suggest. A good URL. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Could put these in the footer
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	No	There are a few too many tabs – 10 in total. I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	This could be made more prominent
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	Great to see these in the footer.
Images and Video:		
No. images on home page?	4	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	
For full definitions of the criteria, see the Introduction page		

General Recommendations:

A really good website with a great first impression. Provides lots of information for visitors. Main area for improvement is the menu which gives too many options to visitors making it a bit overwhelming. Would recommend limiting the options to a max of 7-9 tabs. Could have the Methodist logo / orb in the website header. Overall a good website – very little to suggest.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Could put these in the footer
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	No	There are a few too many tabs in the left-hand panel – 60 in total! I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	2	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Would recommend removing the sub-menus from the left-hand menu panel and just keeping the 7 top-level options: Home, Projects, Activities, Events, About Us, Room Booking, Contacts. Would also suggest only having one menu, as having one along the top and one on the left-hand side is confusing. Recommend having a Favicon. Main area for improvement would be the website design. This could be improved by: using more images, implementing some formatting / template, considering the colour scheme, adding more 'blank' space, and being careful of varying text fonts, sizes and colours. Great to see a box promoting the Facebook page, but it would be even better to add a link.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Could put these in the footer
Phone & Email?	No	Has a 'form' to contact but I would recommend having a phone and email contact details
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Even though it is present - encompassed in the Church logo – it is very small and easy to miss. I would recommend having the Methodist Logo present separately to the church logo one.
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	10	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great to see the Twitter feed on the home page. Also love the church logo! A really nice church website, not much to suggest. Main area for improvement is in Methodist Identity: logo and links.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Could put these in the footer
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Still links to old Leeds District. Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Would recommend having 1 fewer tab in the main menu as it affects the design when the final option "Contact us & Links" appears on a new line. The '©' symbol in the footer still says 2011 which I would recommend updating. A really good URL and generally a really nice website. Lots of useful information for visitors.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	Great to see these in the website footer
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Still links to Leeds District, not Yorkshire North & East which needs updating.
Images and Video:		
No. images on home page?	2	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A functional website with lots of useful information for visitors. The website design could be improved by: using more images, using a colour scheme, changing the background colour from white, having more details in the website header and footer, utilizing the full width of the page, and adding more 'blank' space. A good URL. Would recommend having a Favicon. The website content could also be centred to the middle of the web page rather than to the left.

Get practical advice & guidance for websites and social media on the [Resources](#) page

North Yorkshire Coast Methodist Circuit

Summary

North Yorkshire Coast has a large proportion of websites but lacking in social media. The websites only have a few minor areas for improvement and they mostly all have the same 'feel' as many are using the same template / theme.

Of the 21 churches in the circuit, 8 have websites (38.1%), 3 have Facebook Pages (14.3%), and 1 has a Twitter Account (4.8%). No Facebook Groups, Instagram Profiles or YouTube Channels could be found for any church.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓					

There are 21 churches in the North Yorkshire Coast Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Arton						
Briggswath&Sleights						
Burniston	✓					
Clayton						
Cross Hill						
Emmanuel St John	✓					
Filey	✓					
Fylingthorpe						
Hawsker						
Littlebeck						
Northstead	✓					
Queen Street	✓	✓		✓		
Robin Hood's Bay						
Scalby						
Seamer	✓					
Sherburn						
Snainton						
South Cliff	✓	✓				
Staintondale &						
Ravenscar						
Westborough	✓	✓				
Wreyfield Drive						

* Highlights *

Consistent feel across websites

North Yorkshire Coast Circuit Website (www.northyorkscoastmethodist.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Would recommend providing a phone number & email address
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	26	Be aware that many photos can increase website load time
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

The website comes across as a WordPress 'template' and lacking in the local circuit 'personality'. Main area for improvement would be having the Methodist Logo present and providing information in the website footer would help the design and usability of the site. A good URL. Would recommend a Favicon. Great to see a circuit logo.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Has a 'form' to contact but I would recommend having a phone and email contact details
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

The website comes across as a WordPress 'template' and lacking in the local church 'personality'. Main area for improvement would be having the Methodist Logo present and providing information in the website footer would help the design and usability of the site.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Has a contact number but no email address, other than the contact 'form'.
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

A functional website with lots of useful information for visitors. The website design could be improved by: using more images, having a website header and footer, utilizing the full width of the page, and adding more 'blank' space. Would recommend providing an email address. It would be good to have both Methodist and United Reformed branding, rather than none. Including both logos would help visitors quickly see the denominations. The main area for improvement would be the URL which is a little confusing and messy – would suggest considering changing it (if that's feasible or possible) to something memorable and easy to type.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see this on the home page.
Phone & Email?	No	Has a 'form' to contact but I would recommend having a phone and email contact details
Navigation:		
Working menu (see full)?	No	There are a few too many tabs in the main menu – 10 in total. I would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	Would recommend removing the logo background
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Lots of useful information for visitors. Great to see an embedded Google Maps. At 10 tabs currently, the menu goes across two rows: it would improve the design, and ease of use for visitors, if it only was on one row. Maybe reduce the options to a max of 7 to 9 tabs or shorten the menu names. Would also suggest including more info in the website footer. A great URL. Would recommend having a Favicon. The website design could be improved by using more images.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Has a phone number but no email address
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Would recommend having a Favicon. Website comes across as a WordPress 'template' and lacking in the local church 'personality'. Main area for improvement would be having the Methodist Logo present and providing information in the website footer would help the design and usability of the site.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see this in the footer
Phone & Email?	No	Has a phone number but no email address other than the contact 'form'
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Even though the logo is present in black, I would suggest having the Methodist orb in Red on the website somewhere (not counting the Facebook plugin, which does show the logo).
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great to see feeds from Twitter and Facebook. The website does show a clear Methodist identity – just happens that it doesn't quite meet the criteria of "Red Methodist orb on the Home page". It is great to see the logo present in the website Favicon. Good URL and functional website. Just a few tweaks to improve.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	No	Would suggest having these on the website
Address & Postcode?	No	Would suggest having these on the website
Phone & Email?	No	Would suggest having these on the website
Navigation:		
Working menu (see full)?	Yes	Would suggest having more options, but not essential.
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Blog not updated since 2015. Even though it is a 'blog' site it would still be recommend having some of the 'basics' present on the website for anyone who stumbles upon it.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Email provided but no phone number on the contact page
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	3	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A good website with lots of information for visitors. Main area for improvement would be the design. The website design could be improved by: having the Methodist orb on the home page, utilizing the full width of the page, adding more 'blank' space to the website, using text for the menu links rather than bevelled buttons, and focusing the header and footer. A great URL and a website with lots of potential. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see these in the website footer
Phone & Email?	Yes	Same as above
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	Great to see the District logo!
Images and Video:		
No. images on home page?	3	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A good website with lots of information for visitors. Main area for improvement would be the design. The website design could be improved by: having the Methodist orb on the home page, utilizing the full width of the page, adding more 'blank' space to the website, using text for the menu links rather than bevelled buttons, and focusing the header and footer. A great URL and a website with lots of potential. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

South Holderness Methodist Circuit

Summary

Where South Holderness Methodist Circuit lacks in online presence, Sutton Methodist Church makes up for: A very impressive breadth of social media accounts and great presence online. Whilst only 2 churches in the circuit have websites, they are both very good and give a great impression. Great to see use of a Facebook Group for the Circuit. Overall, Sutton provides a great example to the Circuit, and District, of how to do great digital communications.

Of the 13 churches in the circuit, 2 have websites (15.4%), and 4 have Facebook Pages (30.8%). No Facebook Groups could be found for any of the churches. Sutton has a Twitter Account, Instagram Profile, YouTube Channel and Google+ Page.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓		✓			

There are 13 churches in the South Holderness Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube	Other
Bilton Grange							
Bransholme		✓					
Elstronwick							
Hedon	✓	✓(2)					
Holderness Road		✓					
Keyingham							
Kingston Wesley							
Patrington							
Portobello							
Preston							
Sutton	✓	✓		✓	✓	✓	Google+
Thorngumbald							
Withernsea							

* Highlights *

The limited Church websites excel in first impressions and modern design

South Holderness Circuit Website (shmc12.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	n/a	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	I would recommend having the Methodist logo on the website to quickly show visitors the denomination and to be consistent with the Methodist brand across the Connexion Would encourage having a link to The Methodist Church so visitors can discover more
Link to www.methodist.org.uk ?	No	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	4	Photos with real people from the church or at events give the best impression
Any images of people?	No	
Any videos?	Yes	
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Generally a good website with lots of information for visitors. The URL isn't very clear – if it's possible or feasible then I would suggest considering changing it to something like: www.southholdernessmethodists.org.uk or www.southholdernessmc.org.uk Would recommend a Favicon, and using SSL connection as currently comes up as website 'Not Secure'. At 9 tabs currently, the main menu goes across two rows: it would improve the design, and ease of use for visitors, if it only was on one row. Maybe reduce the options to 6 or 7 tabs or shorten the menu names. Would also suggest including more info in the website footer.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	4	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	
For full definitions of the criteria, see the Introduction page		

General Recommendations:

Great modern design. Would recommend a Favicon. Very little to suggest.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district. Currently linked to old York&Hull district.
Images and Video:		
No. images on home page?	4	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great modern design and beautiful website. Would recommend a Favicon. Otherwise very little to suggest (other than updating the district website link). Keep doing what you're doing...

Get practical advice & guidance for websites and social media on the [Resources](#) page

York Methodist Circuit

Summary

York Circuit has a strong online presence and great use of social media for digital communications. At a Circuit level, the Circuit has the greatest 'breadth' of social media presence of any Circuit in the District.

Of the 33 churches in the circuit, 18 have websites (54.5%), 10 have Facebook Pages (30.3%), 4 have Facebook Groups (12.1%), 7 have Twitter Accounts (21.2%), and 1 has a YouTube Channel. No Instagram Profiles could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓	✓	✓	✓		✓

There are 33 churches in the York Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Acaster Malbis						
Acomb	✓	_*	✓	✓		
Alne						
Bishopthorpe						
Central	✓	✓		✓		
Clifton	✓	✓	✓			
Clifton Moor	✓					
Copmanthorpe	✓		✓			
Cornerstone	✓	✓				
Dunnington						
Easingwold	✓					
Haxby&Wigginton	✓	✓		✓		
Heslington	✓	✓				
Hessay						
Heworth	✓					
Holgate	✓	✓(2)		✓(2)		
Huby						
Huntington	✓	✓		✓		
Husthwaite						
Lidgett	✓	✓(2)		✓		✓
New Earswick						
Poppleton	✓	_*				
Rufforth						
Sheriff Hutton						
Southlands	✓	_*	✓			
Stamford Bridge	✓					
Stillingfleet						
Stillington						

Strensall		✓		✓		
Tholthorpe						
Thornton-le-Clay						
Trinity	✓					
West Thorpe	✓	✓				

* Has an automatically generated Facebook page. A good start, but it's not managed by the Church.

*** Highlights ***

Great online presence with a large number of websites / social media. All at a high standard.

York Circuit Website (www.yorkmethodist.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	These could be put on the home page or website footer
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Even though it is present - encompassed in the 'Growing in Christ' circuit logo – it is very small and easy to miss. I would recommend having the Methodist Logo present separately to the 'Growing in Christ' one.
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	8	
Any images of people?	Yes	Great to see pictures of people! Just be aware of GDPR restrictions and compliance
Any videos?	Yes	
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all
For full definitions of the criteria, see the Introduction page		

General Recommendations:

A really good website with lots of information. Love the logo and circuit branding. A short and clear URL. Would recommend having a Favicon. To improve the design would suggest: using more / larger images or photos, focusing on the website header and footer, and trying to avoid large blocks of text. Other recommendations would be to have the Methodist logo present, having links to / icons for circuit social media, and making contact details available on the home page. Overall a great website and little to suggest.

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Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Phone number but no email address found, only contact form
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	This was hard to find
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	4	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

A good website with lots of information for visitors. Main area for improvement would be Methodist Identity: logo and links. Would recommend making use of the website footer. Good website URL. Would suggest having a general email address listed on the website, preferably on the home page or in the footer. Great to see an embedded google maps. Design could be improved by focusing on the website header to give the best first impression possible. Generally a functional and helpful website.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see these in the header
Phone & Email?	No	Phone number but no email address found, only contact form
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great to see embedded Google Maps. At 8 tabs currently, the menu goes over one row: it would improve the design, and ease of use for visitors, if the menu only occupied one row and so would suggest reduced the tabs to 6 or 7. Would also suggest including more info in the website footer. Good URL. Would recommend having a Favicon. Methodist logo could be placed in the header.

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Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	Great to see this in a prominent position in the header!
Address & Postcode?	Yes	Same as above
Phone & Email?	Yes	Great to see these in the website footer
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	5	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A useful and functional website that is easy to use. Would suggest providing more content / resources to engage visitors for longer. Great to see an embedded Google Maps, and a good website URL. In order to improve the design, it would be recommended to: use larger images, utilize the full width of the page, adding more 'blank' space, and maybe make more use of the website footer. Generally a good website.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	Great to see these on the home page
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	3	Photos with real people from the church or at events give the best impression
Any images of people?	No	
Any videos?	No	
Mobile Friendly:		
Responsive design?	Yes	Videos are the best way to engage our visitors

For full definitions of the criteria, see the Introduction page

General Recommendations:

A really nice website which gives a great first impression. It's important to limit visitors' choices, so the options aren't overwhelming, so would recommend reducing the number of menu options to 6 or 7. Great to see a "New to CMC?" tab. Main area for improvement is in Methodist Identity: logo and links are lacking. Would recommend making more of the website footer, where key details could be placed. Overall a really good website and love the use of images.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see these in the website footer
Phone & Email?	Yes	Could add a phone number to the footer along with the email
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A really good footer on the website – would be good if the header matched in style / colour. Be careful of using too many different font sizes, colours and styles on the website. Would recommend having the Methodist logo on the home page and adding more photos or images would improve the design. Great to see 'quick links' in the footer, along with social media links. A good URL. Would suggest having a Favicon. Generally, a good website with lots of content. Maybe focus on the design of the website header to give the best first impression possible.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	No	Address but no postcode could be found
Phone & Email?	No	Email address but no phone number found
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Love the church logo. Great website design which gives a good first impression. Good use of photos. Would recommend having a postcode and phone number on the website. Main area for improvement is Methodist Identity: logo and links. The URL can also come across as less professional as it has .wordpress in it, but this might be something that is complicated / expensive to change. More could be added to the website footer. Overall a great website which is simple to use and looks inviting. Might be worth adding more content / resources to the website to engage visitors for longer.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	Great to see these on the home page
Address & Postcode?	Yes	
Phone & Email?	Yes	Great to see these on the home page
Navigation:		
Working menu (see full)?	No	Menu works but there are a few too many tabs – 10 in total. Would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Links to old York and Hull website, which needs updating.
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Love the graphic at the top of the site. Good design, nice colour scheme, and a functional website. It's important to limit visitors' choices so the options aren't overwhelming: so would recommend reducing the number of main menu options to a max of 7 to 9. The design could also be improved by greater use of images and photos. Good URL. Would recommend having a Favicon. Also to have the Methodist orb / logo. Only small suggestions as generally a good website.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Has contact form, but no email or phone could be found
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	3	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Love the church logo, and really good website design which gives a great first impression. At 9 tabs currently, the menu goes across two rows: it would improve the design, and ease of use for visitors, if it only was on one row. Maybe reduce the options to 6 or 7 tabs. Good URL and great Favicon. Only other recommendation would be to make more use of the website footer.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	4	Great use of photos and images.
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

A great website design with good first impressions. Main drawback is the URL which is long, unclear and can come across as unprofessional. I would suggest looking into if this an area you can change, but it might be hard, and linked to your budget for the website. Main area for improvement is Methodist Identity: logo and links. The menu is also quite long: it's important to limit visitors' choices so the options aren't overwhelming. Would recommend reducing the number of menu options to maybe 6 or 7. Otherwise a good website.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see these on the home page
Phone & Email?	Yes	These could also go on the home page or in the footer
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	2	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

A functional website with lots of information for visitors. Lacking in the Methodist orb / logo. In order to improve the design, it would be recommended to: use more images, considering the colour theme, adding more 'blank' space, and maybe make more use of the header and footer. A good URL. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Only a contact form, no email or phone could be found.
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great to see the large Methodist Church logo at the top of the page! Also great to see the social media links. Would recommend using more images and photos. The website design is good, but comes across as a standard template / theme, without any of the local church 'personality' showing through. Would suggest having a main contact phone number and email address on the home page or in the website footer. A good URL.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Only a contact form, no email or phone found
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Links to old York and Hull district, which needs updating
Images and Video:		
No. images on home page?	2	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great design and first impression. A good website with lots of information for visitors. Main area for improvement would be Methodist Identity: logo and links. Would suggest having a main contact phone number and email address on the home page or in the website footer. A good URL. Would recommend having a Favicon. Love the drawn church logo. Just from experience (no testing done), the website seems to have a slow load time – this might be something to watch out for.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	No	Couldn't find service times on the website
Address & Postcode?	Yes	
Phone & Email?	No	Only listed under 'hire' and no contact page
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	5	Great use of images!
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great use of images and social media feeds. Love the theme design. However, many pages appear blank with no information or content. Main area for improvement would be Methodist Identity: having the logo and links. Good URL. Would recommend having a Favicon. Also suggest looking at the navigation menu which is a bit confusing as it appears along the top but also down the side when you click 'menu'.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	These could be placed on the home page
Phone & Email?	No	Only contact form, no phone or email address could be found
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Links to old York and Hull district, which needs updating.
Images and Video:		
No. images on home page?	2	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A functional website with lots of useful information for visitors. In order to improve the design, it would be recommended to: utilize the full width of the page, using more images, considering the colour theme, adding more 'blank' space, and maybe make more use of the header and footer. A good URL. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	No	There are a few too many tabs in the main menu – 13 in total. Would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Links to old York and Hull district, which needs updating.
Images and Video:		
No. images on home page?	3	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great to see that the website is updated regularly. A good URL. Would recommend having a Favicon. Main area for improvement is the website design and navigation menu. At 13 tabs currently, the menu goes across two rows: it would improve the design, and ease of use for visitors, if it only was on one row. Maybe reduce the options to 6 or 7 tabs. In order to improve the design, it would be recommended to: have some formatting / template, using more images, considering the colour theme, adding more 'blank' space, and maybe make more use of the header and footer. The background of the Methodist logo could also be removed (made transparent) to help first impressions.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	These could be put on the home page or in the footer.
Phone & Email?	No	Email address but no phone number found
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	3	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great use of pictures and good first impression. Website seems to be updated regularly. Generally a good website with only a few tweaks to suggest: to improve the design more details could be added to the website header and footer, recommend utilizing the full width of the page, using the Methodist orb / logo, and adding more 'blank' space. A good URL. Would also suggest having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Even though it is a 'blog' site it would still be recommend having some of the 'basics' present on the website for anyone who stumbles upon it. Would suggest having the Methodist logo and a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Phone number provided but no email, only form
Navigation:		
Working menu (see full)?	No	There are a few too many tabs in the main menu – 10 in total. Would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	4	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great to see embedded Google Maps. At 10 tabs currently, the menu provides too many options for visitors: it would improve the design, and ease of use for visitors, if the menu tabs were reduced to 6 or 7 tabs. Would also suggest including more info in the website footer. Good URL. Would recommend having a Favicon. Design could be improved by focusing on the header and footer. Methodist logo could be placed in the header.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Ryedale Methodist Circuit

Summary

Ryedale Circuit has a high percentage of churches with websites which is impressive for a largely rural circuit. However, there are lots of areas for improvement on these websites – a key area being some haven't been updated in years. With so many church websites, there is lots of potential. Where the circuit lacks online, The Wesley Centre sets a great example.

Of the 19 churches in the circuit, 9 have websites (47.4%), 3 have Facebook Pages (15.8%), 1 has a Twitter Account (5.3%), and 1 has a YouTube Channel (5.3%). No Facebook Groups or Instagram Profiles could be found.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓	✓				

There are 19 churches in the Ryedale Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Allerston						
Appleton le Moors	✓					
Bethel Norton	✓					
Ebberston						
Gillamoor	✓					
Hartoft						
Helmsley						
Hovingham	✓					
Kirkby Misperton						
Kirkbymoorside	✓					
Leavening						
Pickering	✓	✓				✓
Rievaulx	✓	✓				
Saville St Malton*	✓	✓		✓		
Scagglethorpe						
Sinnington						
Slingsby		_*				
Thornton le Dale	✓					
Trinity Norton		_*				

*The Wesley Centre (Malton)

* Has an automatically generated Facebook page

* Highlights *

Consistent URLs

High proportion of websites

The Wesley Centre (Malton) sets a great example

Ryedale Circuit Website (www.ryedalemethodist.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	Great to see email link in the footer
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	5	
Any images of people?	Yes	Great to see pictures of people! Just be aware of GDPR
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all
For full definitions of the criteria, see the Introduction page		

General Recommendations:

Generally a good website with lots of useful information. Main area for improvement would be the list of churches which is a little confusing as they are split into sections. Otherwise, the only other suggestion would be to focus on the header and footer of the website.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	No	Couldn't find an address or postcode on the website
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	No	A single page website so doesn't have a menu. Would recommend having more than one page.
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	6	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A good single page website but could do with some more information for visitors. Would recommend providing the address and postcode of the church building. Lacking in Methodist Identity – particularly the Methodist orb. To improve the website design you could: have more images or graphics, utilize the full width of the page, having a colour theme, using a different coloured background, and having more details in the header and footer. Great to see the use of the Methodist Logo as a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see these in a prominent position!
Phone & Email?	No	Couldn't find a phone or email contact on the website
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	This could be placed further up the page (in the header) rather than in the footer.
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all
For full definitions of the criteria, see the Introduction page		

General Recommendations:

A simple website that needs some updates. Great to see the website is kept up to date regularly. A particular issue which effects the website's usability is that the menu disappears when you change page, so you have no way to get back to the home page. The main area for improvement would be the website design. In order to improve the design, it would be recommended to: have some formatting / template, using more images, considering the colour theme, adding more 'blank' space, consider using a different background colour, and maybe make more use of the header and footer. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	No	Could find an address or postcode on the website
Phone & Email?	Yes	Great to see these on the home page
Navigation:		
Working menu (see full)?	No	A single page website so doesn't have a menu. Would recommend having more than one page.
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	7	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A good single page website, but could do with some more information for visitors. Would recommend providing the address and postcode of the church building.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Be good to have these on the home page or footer
Phone & Email?	Yes	Same as above
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	This could be put further up the page (such as in the header) rather than in the footer.
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	3	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

In order to improve the design, it would be recommended to: have some formatting / template, using more images, considering the colour theme, adding more 'blank' space, and maybe make more use of the header and footer. Would also suggest not having boxes around text and using plain text as menu links rather than bevelled buttons. Lots of good information for visitors on the website, but the main area for improvement would be the site design which feels slightly cluttered. The website pages also all align to the right, but the home page is centred. The website comes across as out of date as the footer implies the site hasn't been updated since 28th October 2015.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	These could be placed on the home page or in the footer Phone number provided, but no email address could be found. Only a contact form provided.
Navigation:		
Working menu (see full)?	No	There are a few too many tabs in the main menu – 11 in total. Would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	2	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

In order to improve the design, it would be recommended to: have some formatting / template, using more images, considering the colour theme, adding more 'blank' space, and maybe make more use of the header and footer. Lots of good information for visitors on the website, but the main area for improvement would be the site design which feels slightly cluttered. There is a lack of Methodist Identity with no Methodist orb on the home page or links. The website can come across as out of date as the footer implies the site hasn't been updated since August 2017. Other main area for improvement would be the menu – it's important to limit visitors' choices so the options aren't overwhelming. Would recommend reducing the number of menu options to a max of 7 to 9.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	No	Directions provided, but no address and postcode found
Phone & Email?	No	Email, but no phone number could be found
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	5	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	Yes	Great crowdfunding video!
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A really great website – design is engaging, theme is good, good use of a Facebook feed, appears up to date and love that directions are provided. A good URL. Would suggest potentially using more colours, or considering a colour theme. The other area for improvement could be to reduce the number of options in the main menu. At 8 tabs currently, the menu goes across two rows: it would improve the design, and ease of use for visitors, if it only was on one row. Maybe reduce the options to 6 or 7 tabs or shorten the menu names. Would also suggest including more info in the website footer.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	These are hard to find – suggest making them more accessible.
Address & Postcode?	Yes	These could be put on the home page or in the footer
Phone & Email?	Yes	Same as above
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	This could be put higher up the page (in the header) rather than in the footer.
Link to www.methodist.org.uk ?	Yes	Hard to find
Link to District website?	Yes	Hard to find
Images and Video:		
No. images on home page?	4	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A good functional website that provides lots of information to visitors, although it does come across as a little cluttered and is hard to navigate – particularly relating to the additional links/pages hidden on the “About Us” page. To improve the website design you could: have more images or graphics, utilize the full width of the page, having more ‘blank’ space, and having more details in the footer. Generally a useful website with some minor improvements. Really conveys church personality. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see these in the footer
Phone & Email?	Yes	Great to see these in the footer
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	Hard to find
Link to District website?	Yes	Hard to find
Images and Video:		
No. images on home page?	4	Great use of images to engage
Any images of people?	Yes	
Any videos?	Yes	
Mobile Friendly:		
Responsive design?	Yes	
For full definitions of the criteria, see the Introduction page		
General Recommendations: Amazing website! Keep doing what you're doing...		

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	These could be on the home page or website footer
Phone & Email?	Yes	Suggest putting this in the footer
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Links to old York and Hull district – these needs updating
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Lacking in Methodist Identity – particularly the Methodist orb. To improve the website design, you could: have more images or graphics, utilize the full width of the page, having a colour theme, and having more details in the footer. Generally, a useful website with some minor improvements. A great URL, and good to see an embedded Google Maps. Feels like a Wordpress template and doesn't show through the personality of the church. There is great opportunity to encourage visitors to attend.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Drifffield-Hornsea Methodist Circuit

Summary

Drifffield-Hornsea Circuit has a limited online presence, both at a circuit level and within the churches in the circuit.

Of the 14 churches in the circuit, 2 have websites (14.3%), and 2 have Facebook Pages (14.3%). No Facebook Groups, Twitter Accounts, Instagram Profiles, or YouTube Channels could be found for any of the churches.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓	✓				

There are 14 churches in the Drifffield-Hornsea Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Aldbrough						
Beeforth						
Brandesburton						
Drifffield	✓					
Hornsea		_*				
Hutton Cranswick		✓				
Kelk						
Leven						
Lund						
Nafferton		_*				
New Ellerby		✓				
Skirlaugh LEP	✓					
The Wolds						
Wetwang		_*				

* Has an automatically generated Facebook page. A good start, but it's not managed by the Church.

* Highlights *

Good at providing the essential information to visitors

Drifffield-Hornsea Circuit Website (www.drifffieldhornseacircuit.org)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	Great to see these on the home page
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Has link to old York & Hull District website. Would recommend updating this.
Images and Video:		
No. images on home page?	0	Whilst less images do improve the load time of the website, I would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	Yes	
Mobile Friendly:		
Responsive design?	Yes	
For full definitions of the criteria, see the Introduction page		

General Recommendations:

In order to improve the design, it would be recommend to maybe: have some formatting / template, using more images, utilizing the full width of the page, adding more 'blank' space, and maybe make more use of the header and footer. Lots of good information for visitors on the website, but the main area for improvement would be the site design which feels slightly cluttered. A good URL and lots of potential. The website can come across as out of date as some areas haven't been updated: for example the "video of the week" (which is a great idea) was last published in 2012. Great to see pictures of all the churches on the "churches" page.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see these in the footer
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	No	There are a few too many tabs in the main menu – 18 in total. Would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	Would suggest having the Methodist logo further up the page (in the header), rather than in the footer.
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	0	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Lots of useful information about the church which is great. This can get a little cluttered, particularly in the menu where it would be recommended you reduced the initial number of options visitors have. With 18 main menu tabs it is a bit overwhelming – would be good to have a maximum of about 7 to 9 tabs. The website has a great logo graphic. Not sure if this is the church logo or just a graphic with the website, but either way it is engaging. It's also really good to see the District logo present. The website URL is good. Would recommend a having a Favicon. The main area for improvement, after the menu, would be removing the backgrounds of logos to improve the website design and first impression. It's a minor point but would add a lot to the professional look of the site. With most logos you can remove the white background and make them 'transparent', or the alternative is to have a white background. More images would also improve the website design, and be careful to use similar text colours, fonts and sizes across the website.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	Would be good to have one general contact that is listed on the home page.
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all
For full definitions of the criteria, see the Introduction page		

General Recommendations:

Lacking in Methodist Identity, and whilst the Church is an LEP, would be recommended to have both Methodist and CofE branding – particularly the Methodist orb. Would suggest removing the large white gap at the bottom of the home page. To improve the website design you could: have more large images, utilize the full width of the page, have a background colour that isn't white, and using a footer. Generally a useful website with some minor improvements. A great URL. Would recommend a having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Goole & Selby Methodist Circuit

Summary

Goole & Selby Circuit has a limited online presence, both at a circuit level and within the churches in the circuit.

Of the 23 churches in the circuit, 2 have websites (8.7%), 2 have Facebook Pages (8.7%), and 1 has a Twitter Account (4.3%). No Facebook Groups, Instagram Profiles, or YouTube Channels could be found for any church.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓	*Circuit Youth				

There are 23 churches in the Goole & Selby Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Barlby & Osgodby		_*				
Barmby						
Brayton						
Burn						
Camblesforth						
Carlton						
Eastrington						
Eggborough		✓				
Gilberdyke		_*				
Goole (Central)		_*				
Goole (Trinity)	✓	✓		✓		
Hambleton						
Hemingbrough						
Hensall						
Howden						
North Duffield		_*				
Riccall						
Portholme, Selby	✓					
Sherburn in Elmet						
Skipwith						
Snaith						
Thorpe Willoughby						
Wistow						

* Has an automatically generated Facebook page. A good start, but it's not managed by the Church.

* Highlights *

Does the basics well. Lots of potential.

Goole & Selby Circuit Website (www.goole.selbymethodist.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	Yes	Would recommend a general phone and email on the "Contact" page rather than just a contact form.
Navigation:		
Working menu (see full)?	No	Menu works, however, there are a few too many tabs – 10 in total. Would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	0	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

In order to improve the design, it would be recommend to maybe: have some formatting / template, using large images, having a colour scheme with more colours, limiting text to only a few colours, using a different coloured background and maybe make more use of the header and footer. Lots of good information for visitors on the website, but the main area for improvement would be the site design. Would suggest having pictures of the churches on the "Churches" page where you can select a church (rather than just links). A good URL and lots of potential.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	No	Has info on the Friday evening drop-in but couldn't find info on Sunday service times.
Address & Postcode?	Yes	
Phone & Email?	Yes	Great to see these on the home page
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	2	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

It's not clear if this website is just for the Friday night mission drop-in, or a church website. Is 'Mission Trinity' a separate organisation to Goole Trinity Church? It would be great to provide this info on the website for visitors. Great to see an online giving option, twitter feed and clear URL. Would recommend maybe using more images, utilizing the full width of the page, and adding more 'blank' space to improve the website design. Given the nature of Trinity Mission, you might also want to look into creating a unique logo that you can use on the website, social media and other publicity.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	Great to see these on the home page
Address & Postcode?	Yes	
Phone & Email?	Yes	Would recommend a phone number on the home page
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great to see the combined branding of both Methodist and United Reformed. A really easy to use menu which limits visitors' options. However, there is very little additional content and information on the website, so would suggest filling the site out with a bit more. Great see contact details and address on the front page. Generally a really good, functional website which shows how a Church can do things right but still keeping it simple. The main area for improvement is in the design which could be improved by: more large images, a colour scheme with more colours, details in the footer, and more 'blank' space. A great URL.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Hull (Centre & West) Methodist Circuit

Summary

Hull (Centre & West) Circuit has a great online presence with one of the highest percentages of churches with websites and Facebook Pages in the District. There is a feeling of quantity over quality, as many church websites need some minor improvements. The Circuit itself could do more online – with so many of its churches having an online presence, there is clearly a need / use of online platforms in the Circuit which could be pushed further. A Circuit with lots of potential!

Of the 19 churches in the circuit, 11 have websites (57.9%), 8 have Facebook Pages (42.1%), 5 have Twitter Accounts (26.3%), 3 have a Facebook Group (15.8%), and 1 has a YouTube Channel. No Instagram Profiles.

Circuit:

Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
✓	✓				

There are 19 churches in the Hull (Centre & West) Circuit with the following online presence:

Church	Website	Facebook Page	Facebook Group	Twitter	Instagram	YouTube
Anlaby Park	✓	✓	✓	✓(2)		
Askew Avenue	✓					
Bricknell Avenue	✓	✓	✓			
Brough	✓	✓				
Central						
Clowes		✓				
Cottingham	✓	✓		✓		
Derringham Bank						
Mosaic	✓					
Newport						
North Ferriby	✓					
Princes Avenue						
Selby Street						
South Cave	✓	✓		✓		✓
Springville						
Swanland	✓					
Tower Hill	✓	✓	✓	✓		
Trinity						
Willerby	✓	✓		✓		

* Highlights *

**Impressive presence of
Church Websites and Facebook Pages
in the Circuit**

Hull (Centre & West) Circuit Website (www.hullcentreandwest.org.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	A general enquiry contact details could be put in the footer
Address & Postcode?	Yes	
Phone & Email?	Yes	
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	Would encourage having a link to The Methodist Church so visitors can discover more Would encourage having a link to the District to create an online uniformity across the district
Link to www.methodist.org.uk ?	No	
Link to District website?	No	
Images and Video:		
No. images on home page?	7	Videos are the best way to engage our visitors
Any images of people?	Yes	
Any videos?	No	
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Lots of good information about the circuit churches. Would suggest having pictures of the churches on the "Our Churches" page where you can select a church (rather than just links). It would also be good to have some content on the higher level "Our Circuit" page, which is currently blank. To improve the design, you could: increase the title text, use larger images, utilize the full width of the page, and add more 'blank' space to website. Love the "Find a Methodist Church" embedded google map. A good URL and generally functional website. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Would suggest having these in the footer as well
Phone & Email?	No	Email address present but no phone number found
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	Yes	
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Would recommend making the navigation menu clearer, as there appears to be 2 which is confusing. Otherwise generally a good website with potential. Would suggest maybe having a lighter colour background to improve the design. Contact details and address could be put in the footer to make them easily accessible. A good URL and website seems up to date. Great to see video content on the site. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Would suggest having these in the website footer
Phone & Email?	No	Email address present but no phone number could be found
Navigation:		
Working menu (see full)?	Yes	Would recommend making the menu bigger and more prevalent
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Lots of good content, but the main area of improvement would be the website design which could be improved with: larger images, using the full width of the page, having a colour theme, using the Methodist logo, adding more space, and having a larger menu with text rather than bevelled buttons. A good URL and a functional website. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Would suggest having these in the footer
Phone & Email?	Yes	Would suggest having these in the footer
Navigation:		
Working menu (see full)?	No	Menu works, however, there are a few too many tabs – 14 in total. Would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	
Link to www.methodist.org.uk ?	Yes	
Link to District website?	Yes	
Images and Video:		
No. images on home page?	7	An overlapping collage can look messy but love the top image inside the church.
Any images of people?	Yes	Be careful of GDPR, but great to see people in the photos.
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

The main area for improvement is in the website design. I would recommend providing more 'blank' space, reduced fonts, colours and formatting, having more large quality images, a consistent colour theme, and simplifying the layout. It is confusing having 2 menus so would suggest removing one. It would also be good to make the title bigger and more prominent. The website generally feels quite 'cluttered'. A really good URL and good to see the website is updated regularly. Would recommend having a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	No	
Address & Postcode?	No	
Phone & Email?	No	Email address but no phone
Navigation:		
Working menu (see full)?	No	
Methodist Identity:		
Red Methodist orb on Home?	No	
Link to www.methodist.org.uk ?	No	
Link to District website?	No	
Images and Video:		
No. images on home page?	0	
Any images of people?	No	
Any videos?	No	
Mobile Friendly:		
Responsive design?	No	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Website is under re-construction: "New website coming soon". No content or pages present.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Would be good to have these in the website footer.
Phone & Email?	No	Only a contact form, no phone or email which would be recommend.
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Logo is present in blue; however it is not the 'official' logo. Would recommend having the logo in red so the denomination is clear.
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Links to old York and Hull district, not Yorkshire North & East
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	
For full definitions of the criteria, see the Introduction page		

General Recommendations:

Great to see social media icons in the footer and a really good URL. To improve the website design would recommend using more 'Methodist' red in the colour scheme, using larger images, utilizing the full width of the page and having more info in the footer. A good functional and simple website but would encourage more content to engage visitors (and students) such as resources, videos or photos.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Good to see this on the home page. Would recommend having these in the website footer as well.
Phone & Email?	Yes	Same as above.
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	4	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

Great first impression and design. Really good menu and images. Clear and simple URL. Main area for improvement is to potentially show more Methodist 'identity' with a Logo and link to district website. Would recommend more use of video to engage visitors. Brilliant to see a 'What to expect' at a service section. Keep doing what you're doing.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	
Phone & Email?	No	Email but no phone. Phone only for room hire. Would recommend putting a general contact in the footer or the home page
Navigation:		
Working menu (see full)?	No	Menu works, however, there are a few too many tabs – 13 in total. Would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	1	
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

Lots of good information but would recommend improving the website design by: using an image in the website header, having a colour scheme, utilizing the full width of the page, creating more 'blank' space, using the Methodist logo and Methodist 'red', and reducing the options in the main menu. Would also suggest having address and contact details in the website footer. The 'contacts' and 'contact us' pages could be combined and would recommend having a general phone and email address, as well as the contact form. The website seems to be kept up to date regularly which is great. Main area of improvement would be the design. Would recommend a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

All Saints, South Cave Church Website (www.allsaintssouthcave.co.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Would be good to see this on the homepage or footer
Phone & Email?	No	Phone numbers, but no email address to contact.
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	6	
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	Yes	

For full definitions of the criteria, see the Introduction page

General Recommendations:

A great website – would recommend having more branding to show what denominations the church represents (i.e. having a Methodist logo and Church of England logo to show the partnership). Wonderful to see social media icons. A great and simple URL. Would recommend a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Christ Church Swanland, Church Website (christchurchswanland.btck.co.uk)

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Great to see this on the home page.
Phone & Email?	Yes	Would recommend putting a general contact in the footer or the home page
Navigation:		
Working menu (see full)?	No	Menu works, however, there are a few too many tabs – 12 in total. Would recommend keeping to 7, but it gets a 'no' as it is over 9 (as specified in the criteria).
Methodist Identity:		
Red Methodist orb on Home?	Yes	Is present, but in a tiny image. Would suggest having the logo bigger and in a more prevalent location.
Link to www.methodist.org.uk ?	Yes	
Link to District website?	No	Links to old York and Hull district, not Yorkshire North & East District.
Images and Video:		
No. images on home page?	1	Whilst less images do improve the load time of the website, would recommend having more images to improve the design
Any images of people?	No	Photos with real people from the church or at events give the best impression
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all
For full definitions of the criteria, see the Introduction page		

General Recommendations:

Lots of good information but would recommend improving the website design by: using an image in the website header, having a colour scheme, utilizing the full width of the page, creating more 'blank' space, using the Methodist logo and Methodist 'red', and reducing the options in the main menu. Would also suggest having address and contact details in the website footer. The 'contacts' and 'contact us' pages could be combined and would recommend having a general phone and email address, as well as the contact form. The website seems to be kept up to date regularly which is great. Main area of improvement would be the design. Would recommend a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	No	Couldn't find an address or postcode on the website
Phone & Email?	No	Couldn't find a phone or email contact on the website
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	5	
Any images of people?	Yes	
Any videos?	Yes	
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

A lot of pages are blank with no information or details, so would recommend updating these. It would also be advisable to have a 'contact us' page with an address/postcode & phone/email. I couldn't find any contact details on the website and the 'find us' page is blank. Would also suggest having contact details and address in the website footer. Website seems up to date and the website URL is very user friendly. Great to see use of red in the colour scheme which gives a Methodist 'feel', although it is recommended you have the Methodist logo on the home page and links to the Methodist website and District website. Would recommend a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Criteria	Evaluation	Suggestions
Accessible Information:		
Service Times?	Yes	
Address & Postcode?	Yes	Would recommend having contact details accessible in the footer or on the home page.
Phone & Email?	Yes	Would also recommend having these in the footer
Navigation:		
Working menu (see full)?	Yes	
Methodist Identity:		
Red Methodist orb on Home?	No	Would suggest having the Methodist Logo on the website
Link to www.methodist.org.uk ?	No	Would encourage having a link to The Methodist Church so visitors can discover more
Link to District website?	No	Would encourage having a link to the District to create an online uniformity across the district
Images and Video:		
No. images on home page?	8	A good number of photos. Maybe only use 1 photo in the website header as a collage can look messy.
Any images of people?	Yes	
Any videos?	No	Videos are the best way to engage our visitors
Mobile Friendly:		
Responsive design?	No	Many will be viewing the website on a mobile device and so it is important that we provide an optimum experience for all

For full definitions of the criteria, see the Introduction page

General Recommendations:

The key area for improvement is with the home page which currently is blank and has a message saying: "Sorry we are currently creating a new website....". This needs looking into as it's not a great first impression and it's not obvious that the website exists. Would recommend updating the '©' symbol in the footer which still says 2014. To improve the design, it would be recommend maybe having more 'Methodist' red in the colour scheme, using larger images, creating more blank space and using the full width of the page. A succinct URL which is good, although it's not completely obvious that it is for a Church, or Methodist. Great to see a twitter feed on the home page. Generally, a good website but just need to fix the home page. Would recommend a Favicon.

Get practical advice & guidance for websites and social media on the [Resources](#) page

Broad Outcomes

What we do well in the District:

+ Website content

Nearly all our websites provide useful information for visitors.

Many detail the church's history and give info on groups that meet in the building.

Only a few websites don't provide the basic info: location, contact details and service times.

+ Professional website URLs

Lots of our websites have easy to type, simple urls – with recognisable domains, most commonly .org.uk

+ Photos on websites

Only a couple of websites don't have any photos at all, with most showing pictures of their church on the front of their website. Many have gone further and have full width images containing people which engage visitors.

+ Websites load times

Most of our sites load quickly and efficiently, even on mobile (from personal experience – no testing done)

**91% of Church websites
provide service times**

+ Lack of Church 'jargon'

Most of our church websites and social media are fairly good at not using unfamiliar church language, or if used it is often explained. Words that might be confusing to non-church goers (without explanation): Synod, Connexion, Circuit, Ecumenical, Presbyter, Deacon, fellowship, Superintendent, eucharistic, Church Council.

+ Up to date content

Most of our church websites and Facebook Pages are well maintained and kept up to date with regular content added. This is particularly true for updating who is leader services each week and the local circuit preaching plan.

The only exception to this is many websites link to the old York & Hull District which hasn't been updated.

**Half our Church websites
are mobile-friendly**

**8% of our Churches have
a video on their website**

**78% of Church websites
don't link to our District**

Areas for Improvement in the District:

- First impressions

Even our best websites, with great content, are hindered by poor first impressions due in poor design in most cases.

- Circuit websites

Our circuits should set a good example to local churches on good digital communications / online presence (and in some case they are) but broadly speak our circuits are falling short.

- General lack of videos

This doesn't mean that all our churches need to start filming their own videos – we can give visitors a range of media content by sharing videos already in circulation, such as: Our Calling video, videos by the President/VP of Conference, videos from 3Generate, videos by our District, Christian talks / music videos.

- Lacking in “Methodist Identity”

The main area for improvement is that many of our church/circuit websites are lacking the red Methodist Logo on their home page, and far more don't link to our District website (most still link to the old District).

**45% of Church websites
don't list phone & email**

- Website secure connection (i.e. having HTTPS / SSL)

Many of our sites show a warning message 'Not Secure' next the URL. This is off-putting to new visitors.

- Lack of favicons

A minor issue, but many websites don't have a favicon – having one adds that extra touch of professionalism.

- Facebook Page profile pictures

Most of our church Facebook pages show a picture of the church building. Whilst these are great to share on social media, it is recommended to have a 'logo' or picture of people, given the 'church' is not the building.

- Varied content on social media

It is clear from the similar content on all our church/circuit/district social media channels (mostly posters for events), that we are struggling to know what to post, how to engage and who it is for.

Resources

Some external links to websites which provide practical advice and guidance on various aspects of digital communications.

More resources can be found on our District Website here:

www.yorkshirenemethodist.org/digital-resources

Methodist Logo:

www.methodist.org.uk/about-us/connect/methodist-logos/

Methodist Church Social Media guidelines:

www.methodist.org.uk/for-ministers-and-office-holders/guidance-for-churches/technology-and-church/social-media-guidelines/

Church of England social media resources (Digital Labs):

www.churchofengland.org/labs-learning

United Reformed Church digital resources:

<https://urc.org.uk/our-work/communications.html>

GDPR and social media:

www.gdprforchurches.org.uk/key-elements/pictures-and-video/

Seventh-day Adventist Church digital resources:

www.sdadata.org/resource-menu.html

United Methodist Church, digital communications resources:

www.umcom.org/topics/learn

Website design tips:

www.wpexplorer.com/improving-wordpress-user-experience/

WordPress resources:

www.wpbeginner.com/guides/

Taking good photos of your church:

www.umcom.org/learn/taking-inviting-photos-of-your-church

Methodist 'Find a Church' map:

www.methodist.org.uk/findachurch/

Get your Church details added to 'Find a Church' map:

<https://online.methodist.org.uk/login>

How to Implement Changes?

(And take things to the next level...)

Check list	How to implement
Accessible Information: Service Times Address & Postcode Phone & Email	Put your church service times on the website home page for best accessibility Put your church address & postcode in the website footer for best accessibility. Take it a step further and embed Google Maps, or provide written directions. Put both a phone number and email address on your website home page or in the footer for best accessibility. Contact forms are ok, but not everyone likes using them, so it's best to give visitors multiple options.
Navigation: Working menu (see full)	Example of menu options: Home About Services Events News Contact Details of youth work, mission etc. can be listed under 'about'. Details of what to expect on a Sunday could be listed under 'Services'. This is just an example. You might want to also have a main menu button for 'church hire' or 'weddings', but the key is to keep it short and try to limit to as few tabs as possible. Recommend max of 7, but over 9 is too many. Remember you can have additional tabs and links in your website footer – this can direct visitors to certain pages if they can't find what they're looking for in the main menu.
Methodist Identity: Red Methodist orb on Home Link to www.methodist.org.uk Link to District website	You can download the red Methodist orb and logo from the Methodist website or our District resources webpage – see the Resources page above. As well as having this on your 'links' page, why not go a step further and link your Methodist Logo to the Methodist website. As above – go a step further and have the District logo in your footer which links to the District website.
Images and Video: No. images on home page Any images of people Any videos	Quality over quantity. Better to have 1 great photo spanning the width of your home screen than hundreds of tiny pictures of your church buildings. See the Resources page above for help on taking photos. An easy fix for this is to have a photo of your Methodist Minister. Go a step further and get some genuine photos of your congregation (don't forget about GDPR and safeguarding though). We can give visitors a range of media content by sharing videos already in circulation, such as: 'Our Calling' video, videos by the President/VP of Conference, videos from 3Generate, videos by our District, Christian talks / music videos.
Mobile Friendly: Responsive design	Implementing a mobile-friendly website will be different for each site, depending on what provider you use for creating / hosting your website. For help specific to your circumstances, contact our Digital Communications Enabler – see the Where Next? page below.
For full definitions of the criteria, see the Introduction page	

Where Next?

Organise a Training Session in your circuit or area:

Contact our **Digital Communications Enabler** to arrange

Elliot Crippen

ONE Programme Participant

Yorkshire North & East Methodist District

elliott.crippen@btinternet.com