

Evaluating Strengths and Opportunities to
Improve Visitor Engagement



North Point Website Review



What's Working Well

- Relatable messaging: “Life is complicated...”
- Clear CTAs: 'Join Us Sunday', 'Watch Now'
- Family-focused navigation (Preschool to Adults)
- Practical 'Next Steps' roadmap for newcomers
- Warm visuals and community-focused design



Opportunities for Improvement

- No short welcome video or personal message
- Lacks a dedicated 'New Here?' section/menu
- Email signup form is a bit long for first-time users
- Next Steps section could be more visually prominent
- No callouts at key points for visitor engagement



Suggested Enhancements

- Add a 60-second welcome video from the lead pastor
- Create a 'New Here?' menu with FAQs and next steps
- Simplify initial email signup to just name + email
- Highlight 'Next Steps' section with design emphasis
- Use popups/banners: 'First visit? Start here!'



Summary

- North Point excels at clarity, warmth, and structure.
- Small changes can elevate visitor experience significantly.
- Focus on personal connection and simplified engagement.
- Reinforce 'Next Steps' to convert interest into involvement.
- Overall: Great site with strong foundation to build on.