

# GROWTH ASSESSMENT

Learn the exact problems and opportunities with your website.  
Solve them to 2X your leads and revenue!



Prepared By

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Prepared For

Elevate Ministries

elevateministriessa.com



Here are the scores for your site:

# ELEVATEMINISTRIES.COM



SEO / Online Visibility

42/100



POOR



Performance & Security

73/100



FAIR

## Impact Rating:

Our audit factors range from high impact to low impact based on how much they can influence the way your website converts visitors into leads and customers, performance, security and your rankings in search engine results.

Apply the recommendations below to help your site look nicer, run faster, rank better and start converting more visitors into customers.

# SEO / Online Visibility

YOUR SCORE

42 / 100

SEO gives you an edge over your competition by bringing more prospects and customers straight to your website from searches they make on search engines like Google.

## Keyword Ranking on Page #1

 Failed  High Impact

When your site shows on the first page of the search engines, it puts your business in front of prospective customers. This leads to increased visibility, traffic and revenue.



### Recommended Action

Improve your rankings by hiring a Digital Marketing company that specializes in Search Engine Optimization.



### Learn More

Google, for example, is the #1 search engine and it processes nearly 3.5 billion searches per day!



### Google Search Results

The google search results for “Churches Near Me” in San Antonio, Texas, United States, 78221 are shown below.

1

THE BEST 10 Churches in San Antonio, TX - Last Updated ...

[https://www.yelp.com/search?cflt=churches&find\\_loc=San+Antonio%2C+TX](https://www.yelp.com/search?cflt=churches&find_loc=San+Antonio%2C+TX)

2

Top 10 Best Christian Church in San Antonio, TX - Last ... - Yelp

[https://www.yelp.com/search?find\\_desc=Christian+Church&find\\_loc=San+Antonio%2C+TX](https://www.yelp.com/search?find_desc=Christian+Church&find_loc=San+Antonio%2C+TX)

3

Churches in San Antonio Texas - ChurchFinder.com

<https://www.churchfinder.com/churches/tx/san-antonio>

4

Churches Near Me - Find a Local Church on Church.org

<https://church.org/>

5

Oak Hills Church - San Antonio

<https://oakhillschurch.com/>

6

Churches in San Antonio by Denomination, Texas Church ...

<https://www.churchangel.com/churches-by-state/texas/san-antonio/>

7

Cornerstone Church - San Antonio

<https://www.sacornerstone.org/>

8

Luminous Church - A Non Denominational Church in San ...

<https://www.luminouschurch.org/>

9

Parish Locator | Archdiocese of San Antonio

<https://www.archsa.org/parishes>

10

The 15 top-rated churches in San Antonio, according to Yelp

<https://www.mysanantonio.com/lifestyle/article/The-15-top-rated-churches-in-San-Antonio-7042962.php>

## Accessible to Search Engines

 Passed High Impact

To rank in search results, search engines have to be able to access your site—or “crawl” it—to find out what information is on it. Describing that information is called “indexing.”

### Learn More

You can test your robots.txt file to see if it’s blocking your site from being crawled using [Google's Robot.txt Tester](#). You can also see what Google sees when it tries to

access your website by using the [Fetch As Google Tool](#). When ready you can follow [these directions](#) to have Google crawl your site.

## Keyword Used in Page Title

 Failed  High Impact

Using a keyword in your title helps search engines associate your page with a topic. Higher search engine positions are strongly correlated to keyword use here.

### Recommended Action

Your most important words (keywords) need to be first in your title tag, with your least important words being last in the title tag (most to least). Use relevant keywords and don't duplicate or stuff your title with keywords.

## Use of Keywords in H1 Tags

 Failed  High Impact

H1 tags can help improve your site's search engine ranking. They are also a best practice for accessibility, and help potential visitors determine your page's content.

### Recommended Action

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.

### Learn More

The H1 tag helps not only with your onsite SEO but it also effectively engage users and captures their attention since it is larger and most often bolder. To adhere to search engine best practices headlines should contain the relevant keyword target and be treated with the same importance as title tags.

### Your Website Headings

Subheadings	
H2	JOIN US EVERY SUNDAY
	@ 9:45AM OR 11:00AM

AFFORDABLE HOUSING PROJECT

Elevating San Antonio quality of life.

WATCH OUR NEXT LIVE SERVICE

Never let anything keep you from Church! Even when you can't be here, we are here for you. Watch our live services right here on our site.

GLAD YOU ARE HERE

Thank you for visiting our website. We invite the whole family to join us every Sunday at 9:45 or 11:00am for some uplifting music and an empowering word. There is no dress code, so come however you feel comfortable. Hope to see you soon!

Services are held every Sunday at 9:45 AM and 11:00 AM.

130 Saipan Pl, San Antonio, TX 78221

UPCOMING Events

Coming Soon

H3

DIGITAL DISCIPLESHIP

DIGITAL DISCIPLESHIP

SMALL GROUPS

SMALL GROUPS

CHILDREN'S MINISTRY

CHILDREN'S MINISTRY

CALL CARE

CALL CARE

H4	Pastor Alex & Vanessa Lara Invite You To
	130 SAIPAN PL, SAN ANTONIO, TX 78221
	DOWNLOAD OUR MOBILE APP TODAY!
H5	WATCH PAST SERVICES ONLINE
	CONNECT WITH ELEVATE ONLINE
	SUBSCRIBE TO OUR NEWSLETTER
H6	Web Site Created By ManJon Studios Copyright © 2021 - All Rights Reserved For Elevate Ministries

## Google My Business (GMB)

 Passed  High Impact

Google My Business gets you in front of customers who are looking to buy. You'll stand out, whether people are looking for you on Google Search or Maps.

### Learn More

When people search for you, does your phone number show up? Is the right address and website listed? Make sure your Name, Address and Phone (NAP) are consistent across the web.

### Your Google My Business Listing Preview



## Elevate Ministries

4.7 ★★★★★ 7 Google reviews

**Address:** 130 Saipan Pl, San Antonio, TX 78221, USA

**Phone:** Missing Phone Number

**Website:** <http://www.elevateministriessa.com/>

### Hours of Operation

Monday	CLOSED
Tuesday	CLOSED
Wednesday	CLOSED
Thursday	CLOSED
Friday	CLOSED
Saturday	CLOSED
Sunday	9:45 AM – 12:00 PM

### 7 Review(s)

[View All Reviews](#)



God is real! In our church Pastor Alex leads our way in the word. Come enjoy our service on Sunday 9:45am or 11:15am.



Great people, great service, awesome pastors come and energize your spirit



My home church! Praise and worship are amazing and the WORD IS ALWAYS GOOD TO HEAR AND KEEPS US CLOSE TO GOD



Awesome services!!!!

## Google Analytics / Tag Manager

✘ Failed ✔ High Impact

Analytics help you better understand your visitors and customers to improve engagement, usability and drive sales. Google Analytics & Tag Manager are popular free service.



### Recommended Action



Turn your visitor traffic insights into action. Setup an account here: <https://analytics.google.com/>

## ! Learn More

Visit the [Google Analytics](#) site or [Google Tag Manager](#) page to learn more about how it can help your business.

## WWW Resolve

✔ Passed  High Impact

Search engines consider [example.com](#) and [www.example.com](#) to be different. Unless you use a WWW Resolve, you could be penalized for duplicate content.

## Brand in Page Title

✔ Passed  Medium Impact

Having your brand or company name in your title tag is an easy way to build brand awareness and help searchers find your business by name.

## ! Learn More

If a person is searching for your brand or company, you should have more than a few places where that name or brand is mentioned. That is why we highly recommend adding the company name at the end of the title tag on your home, about and contact us pages.

## Optimal Page Title Length

✔ Passed  Medium Impact

Page titles are an important factor in your search engine position. Note that search engines often only show about the first 60 characters of your title in their search results.

## ! Learn More

Optimizing it can help boost your search engine rankings.

## ! Your Website Title

✔ Title - Elevate Ministries – Serving San Antonio Communitites (55)

## Meta Title & Descriptions

 Failed  Medium Impact

This search-engine facing text can influence a page's position in search results. On the results page, it also provides context to searchers about your page's topic and focus.



### Recommended Action

Write compelling text to tell search engines and visitors what your site is about in the most concise and accurate way possible. Include Keywords.

### Learn More

When users share your page on social media sharing sites like Facebook and Google+ the site will show your meta titles & descriptions tags.

### Meta Title & Description

 Title	Elevate Ministries – Serving San Antonio Communities
 Description	

## Meta Description Length

 Failed  Medium Impact

Search engines use this description to describe your page. Its maximum length is usually 160 characters. A good description can convince more searchers to click on your link.

### Recommended Action

If your keywords are in the meta description tag, it is more likely search engines will use it as the snippet that describes your page. Potential visitors see the keyword bolded in the snippet, which increases your page's prominence and visibility. Be careful not to use keywords excessively, however, as it can be seen as spam by both search engines and potential visitors and reduce the chance potential visitors will click-through to your page.

### Learn More

Learn more [here](#).

## View Description

 Description - (Missing)

## Keywords in the Meta Description

 Failed  Medium Impact

Make sure to use relevant keywords in your meta description for your website pages. This can help increase your page's prominence and visibility when users search for the specific keyword and will likely lead to more website clicks.

## Recommended Action

Tips for writing good description tags:

- Keep to a 160 character limit
- Include keywords you want to rank for
- Think about your target audience
- Unique for every page

## Learn More

Learn more [here](#).

## Sitemap.xml File

 Passed  Medium Impact

A sitemap is a file that lists the pages in your site to help search engines find them easily. The sitemap is generated automatically so you don't have to manually update it.

## Learn More

Most content management systems like WordPress, Joomla and Drupal have plugins or addons to dynamically create sitemaps. You can also use a free service like [XML-Sitemaps](#) to create a sitemap.xml file and submit it to search engines.

## Alt Attribute

 Failed  Medium Impact

This piece of website code is used to tell visually impaired people what an image is about. It can also help search engines understand why you're using an image.

### Recommended Action

Add ALT attribute in image tag. Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web as well as tell search engines about your business and products.

### Learn More

You can learn more about what alt tags are, why they are important and how to add them on your site [here](#).

## Your Google Listing

 Passed  Medium Impact

Having your site show up on search engines is critical for your business. Your listing needs to tell search engines and visitors what your website is about.

### Google Website Listing Preview

Elevate Ministries – Serving San Antonio Communities  
<https://elevateministriessa.com>

## Schema Markup

 Passed  Medium Impact

Schema markup code helps search engines return more informative results about your business to users. Used effectively, it can boost your website rankings.

### Learn More

You can learn how to get started with used schema by visiting [Schema.org](https://schema.org). You can also test your website schema using [Google's Structured Data Testing Tool](#).

### Your Website Schema Markup

WPHeader	1 ITEM(S)
WPFooter	1 ITEM(S)

[Show schema tag results.](#)

## Open Graph

 Failed  Medium Impact

Open graph tags when used on your website allow you to control how and what content shows up when a link from your site is shared on Social Media sites like Facebook or Twitter.

### Recommended Action

Hire a web professional to implement Open graph tags appropriately on your website. The key tags to use are og:title, og:description, og:type and og:image. Plugins like [Yoast SEO](#) can help.

### Learn More

You can learn more about the Open Graph tags and protocol by visiting <http://ogp.me/>

## AMP Enabled

 Failed  Medium Impact

Accelerated Mobile Pages (AMP) is a initiative created to help increase usability and engagement by delivering fast, high performing content from the web onto mobile devices.

### Recommended Action

Hire a web professional who can implement AMP on your site. There are free [AMP plugins](#) that make things any easier if you have a WordPress site.

### Learn More

You can learn how to get started with using AMP Pages on your site by visiting <https://www.ampproject.org>.

## Local Map Pack Listing

✖ Failed  Medium Impact

If you are a local business, you want your businesses to show in the Local 3-Pack at the top of the results page above the organic listings. This leads to increased visibility, traffic and revenue.

### Recommended Action

Improve your rankings by hiring a Digital Marketing company that specializes in Search Engine Optimization. Check out this article to learn more about the [Factors That Influence Local Search Ranking](#)

### Learn More

The Local 3-Pack appears in the #1 spot 93% of the time when a local search is performed – and 46% of all searches on Google are of this nature. [Learn more](#)

### Local Map Results

The local map results for “Churches Near Me” in San Antonio, Texas, United States, 78221 are shown below.

1

Mercy church of 281

<https://www.google.com/maps/dir//Mercy+church+of+281,+198+Dolorosa,+San+Antonio,+TX+78205/data=!4m6!4m5!1m1!4e2!1m2!1m1!1s0x865c58ad393d7ad3:0x72449534d06597ad?sa=X&hl=en&gl=US>



2

San Fernando Cathedral

<http://www.sfcathedral.org/>



3

First Presbyterian Church

<https://www.google.com/maps/dir//First+Presbyterian+Church,+419+S+St+Mary's+St,+San+Antonio,+TX+78205/data=!4m6!4m5!1m1!4e2!1m2!1m1!1s0x865c593bce851995:0x563e7bdcc4c7410a?sa=X&hl=en&gl=US>



## Keywords in Image Alt Attribute

 Failed  Low Impact

Using keywords in the alt attribute of an image can boost search rankings slightly—but it can also add value for sight-impaired users.

### Recommended Action

Include your keyword and variations of your keyword within the alt tags of images on your website. Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web as well as tell search engines about your business and products.

### Learn More

You can learn more about what alt tags are, why they are important and how to add them on your site [here](#).

## Sufficient Page Content

 Passed  Low Impact

Search engines seek pages that contain relevant and unique content that best serves a searcher's intent. Longer content has been shown to rank higher in Google's search results.

### Learn More

Based on SERP data from SEMRush, according to a case study of 1 million search results Backlinko found that longer content tends to rank higher in Google's search results. The average Google first page result contains 1,890 words.

## FB Pixel

 Failed  Low Impact

It's code FB provides that goes on your site so you can show ads on FB to people who have visited your site. It also tracks actions that can be used for optimizing your FB ads.

### Recommended Action

Ask your web designer to add your FB pixel onto your website. If you use WordPress you can use a plugin like [PixelYourSite](#) or [PixelCat](#).

If you've added the FB pixel to your site you can troubleshoot the configuration using the [Facebook Pixel Helper Extension](#).

### ! Learn More

The Facebook pixel is critical for any company using or planning to use Facebook for Advertising. You can learn more by visiting the [Facebook Business](#) resource page.



# Performance & Security

YOUR SCORE

73 / 100

Securing your website builds trust. Slow loading pages are a killer! Make your pages faster. Increasing your page time can improve your visitor experience and increase your conversion rates.

## HTTPS

 **Passed**  **High Impact**

Security technology called an SSL certificate protects websites from attacks—and gives visitors confidence that your site is authentic and trustworthy.

### **Learn More**

SSL is important because the info you send on a web page is passed across multiple devices on different networks before it gets to the destination server. If things like credit card numbers, usernames and passwords, and other sensitive information aren't encrypted with SSL, hackers and malicious scripts can steal that data.

### **HTTPS Test Results**

 We've identified that the site is running on <https://elevateministriessa.com/>.

## Google Page Speed

 **Failed**  **High Impact**

Every second counts when a visitor is waiting for your landing page to load. Slow page speeds lead to poor user experience. Stats show that your conversions drop for every second longer your visitor has to wait.

### **Recommended Action**

Use website caching services, compress of your scripts and use other speed optimization techniques to make your landing page load faster.

### **Learn More**

Check out Google's [PageSpeed Insights Tool](#) for more info. Other popular page performance testing tools you can use are [GTmetrix](#) and [Pingdom](#).

## ! Page Speed Results

 DESKTOP SPEED	89 / 100	Nearly half of all visitors will leave a desktop site if the page doesn't load within 3 seconds.
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## 🕒 Lab Data

First Contentful Paint	0.9 s ✓	Time to Interactive	2.1 s ✓
Speed Index	1.4 s !	Total Blocking Time	200 ms !
Largest Contentful Paint	1.2 s ✓	Cumulative Layout Shift	0.001 ✓

## 📌 Opportunities

OPPORTUNITIES	ESTIMATED SAVINGS
1 Properly size images	9.96 s ✖
2 Serve images in next-gen formats	12.64 s ✖
3 Efficiently encode images	11.78 s ✖
4 Eliminate render-blocking resources	0.27 s !
5 Remove unused CSS	0.13 s !

## 📄 Diagnostics

- 1 Lazy load third-party resources with facades ✖

[Get detailed desktop page speed recommendations.](#)



MOBILE SPEED

53 / 100

Nearly half of all visitors will leave a mobile site if the page doesn't load within 3 seconds.

## Lab Data

First Contentful Paint	3.1 s !	Time to Interactive	7.8 s x
Speed Index	5.6 s !	Total Blocking Time	300 ms !
Largest Contentful Paint	8.7 s x	Cumulative Layout Shift	0.102 ✓

## Opportunities

OPPORTUNITIES	ESTIMATED SAVINGS
1 Serve images in next-gen formats	78.81 s x
2 Efficiently encode images	73.77 s x
3 Properly size images	33.75 s x
4 Eliminate render-blocking resources	1.62 s x
5 Reduce initial server response time	1.11 s x
6 Remove unused JavaScript	0.6 s !
7 Avoid serving legacy JavaScript to modern browsers	0.18 s !

## Diagnostics

- 1 Lazy load third-party resources with facades x

[Get detailed mobile page speed recommendations.](#)

# GTmetrix Page Speed

✔ Passed  High Impact

Every second counts when a visitor is waiting for your landing page to load. Slow page speeds, lead to poor user experience. Stats show that your conversions drop for every second longer your visitor has to wait.

## ! Learn More

You can have [GTmetrix](#) test your page speed by using their page speed scan. Other popular page performance testing tools you can use are [Page Speed Insights Tool](#) and [Pingdom](#).

## ! Page Speed Results

### GTmetrix Grade

Grade	Performance	Structure
<b>B</b>	<b>94%</b>	<b>58%</b>

### Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
<b>1.1s</b>	<b>78ms</b>	<b>0.00</b>

### Top Issues

These audits are identified as the top issues impacting your performance

High Impact	<a href="#">Properly size images</a>	Potential savings of 24,383 KiB
High Impact	<a href="#">Efficiently encode images</a>	Potential savings of 28,427 KiB
High-Med Impact	<a href="#">Avoid enormous network payloads</a>	Total size was 31,937 KiB
Low Impact	<a href="#">Serve static assets with an efficient cache policy</a>	10 resources found

Low Impact	<a href="#">Use a Content Delivery Network (CDN)</a>	10 resources found
Low Impact	<a href="#">Eliminate render-blocking resources</a>	Potential savings of 150 ms
Low Impact	<a href="#">Serve images in next-gen formats</a>	Potential savings of 29,549 KiB
Low Impact	<a href="#">Ensure text remains visible during webfont load</a>	N/A
N/A	<a href="#">First Meaningful Paint</a>	1.4 s
N/A	<a href="#">First Contentful Paint</a>	1.0 s

## Browser Caching & Compression

 Passed  Medium Impact

These technologies make your website pages to load significantly faster. That's important because of the "three-second rule"—you've only got three seconds to make an impression on your site.

### Learn More

You can learn more about browser caching and page compression by visiting [Google's Page Speed Documentation](#) or visiting the [GTmetrix Browser caching knowledgebase](#).


# Next Step To A Successful Website

Address the action items in these tabs to help your site look nicer, rank better and start converting more visitors into customers.

## SEO / Online Visibility

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### Keyword Ranking on Page #1

 High Impact


Improve your rankings by hiring a Digital Marketing company that specializes in Search Engine Optimization.

### Keyword Used in Page Title

 High Impact

Your most important words (keywords) need to be first in your title tag, with your least important words being last in the title tag (most to least). Use relevant keywords and don't duplicate or stuff your title with keywords.

### Use of Keywords in H1 Tags

 High Impact

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.

### Google Analytics / Tag Manager

 High Impact

Turn your visitor traffic insights into action. Setup an account here: <https://analytics.google.com/>

### Meta Title & Descriptions

 Medium Impact

Write compelling text to tell search engines and visitors what your site is about in the most concise and accurate way possible. Include Keywords.

## Meta Description Length

 Medium Impact

If your keywords are in the meta description tag, it is more likely search engines will use it as the snippet that describes your page. Potential visitors see the keyword bolded in the snippet, which increases your page's prominence and visibility. Be careful not to use keywords excessively, however, as it can be seen as spam by both search engines and potential visitors and reduce the chance potential visitors will click-through to your page.

## Keywords in the Meta Description

 Medium Impact

Tips for writing good description tags:

- Keep to a 160 character limit
- Include keywords you want to rank for
- Think about your target audience
- Unique for every page

## Alt Attribute

 Medium Impact

Add ALT attribute in image tag. Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web as well as tell search engines about your business and products.

## Open Graph

 Medium Impact


Hire a web professional to implement Open graph tags appropriately on your website. The key tags to use are og:title, og:description, og:type and og:image. Plugins like [Yoast SEO](#) can help.

## AMP Enabled

 Medium Impact

Hire a web professional who can implement AMP on your site. There are free [AMP plugins](#) that make things any easier if you have a WordPress site.

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## FB Pixel

 Low Impact


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If you've added the FB pixel to your site you can troubleshoot the configuration using the [Facebook Pixel Helper Extension](#).

## Performance & Security

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