

Online Ministry Report 2022



ONLINE SERVICES:

During the year 2022, we produced and output 20 Pre-recorded Services and 59 Live Stream Services. The weekly production of a pre-recorded Service ended in April 2022, as the island moved back to normality following the Covid19 pandemic.

On our YouTube channel (<https://www.youtube.com/@fuertechurch>) we gained 2,968 'views'. It is not possible to quantify how many people watched a service, only how many are 'viewing' or 'view' later. We know that many 'views' are by more than 1 person (typically a couple) but it is not possible to estimate a total number, other than sheer guesswork.

In total, 583 hours of services were watched and as most services last 1 hour, you will see that not many people view a whole service.

During the year, our Channel gained 10 more subscribers, bringing our total to 88. Frustratingly, most of our viewers are not subscribers. I think that folk are put off subscribing either because of a fear of cost (it is free), or a fear of being inundated by emails (we can't email our subscribers).

Highest ranked service during the year was the Live stream on the 17 October 2022 (Bob's final service as Chaplain) at 139 views followed by the "In Conversation with Bob & Judie", with 130 views.

Watching live online averaged 8 'views' each service. Most 'viewers' were based in Spain, the UK, Ireland and USA/Canada, although we had views from almost every corner of the world, including Russia and China.

The majority watched on a mobile phone (40%), followed by 30% on Computer, 18% on Tablet and 12% on a Television Set.

WEBSITE:

Our Website had 9,802 visits 2022 (about 200 less than 2021, and 1,800 less than 2020, but more than double 2019). The Pandemic was responsible for driving the extra traffic in 2020, as most visits were to the Worship Slot page, to access the online or live stream Services. These high numbers were always going to decline as more churches moved online and life returned to normality.

There were 2,389 visitors, about the same as 2021 & 2020, which demonstrates that it is the same people coming back to the website time and time again. (People **are** checking the online calendar, as they are reminded every week!!).

Pages Viewed per visitor increased to 4.1 from 3.44 (that is, fewer visitors but those visitors are viewing more pages).

Ranked in order, the Countries of our visitors were: Spain, UK, USA, Ireland, Isle of Man, Germany, Netherlands, Poland, Finland, Sweden, France, India, Canada & China.

GOOGLE MAPS:

We have an entry on Google Maps for the Church in Cotillo (unfortunately it has, so far, not been possible to list the Corralejo Church).

In 2022, 945 people viewed our profile on Google Maps (a 24% increase on 2021). 415 people then clicked on the 'directions' button to find our venue. (unfortunately this information was not recorded in 2021, so there is no comparative figure available).

502 people clicked on our website link in the Google Maps profile. (a 171% increase on 2021).

The search topics people used to find our profile were: church (167), Fuertechurch (55), Iglesia (50), Iglesia Cotillo (21), St. (20), catholic church (19), Iglesia de Cotillo (19) and church near me (16). All other search terms were less than 15, and are not recorded here.

A CHURCH NEAR YOU WEBSITE:

We continue to update our listings on this website, however the issue with geolocation has still not been fixed (despite many promises), meaning it is almost impossible to find us by searching terms such as Fuerteventura, Canaries etc. If you know the 'magic' number (8500) that will find us, but little else works! Despite this, we had 4,734 page views in 2022 (I'm sure most found us by accident or in error!!). I do take every opportunity to remind them that we are STILL AWAITING an update on the Geolocation system. We had three people who used the link to our online donations page.

There are no other statistics available from this website.

Tom Thompson.
Technical Support.

