



GREEK ORTHODOX ARCHDIOCESE OF AMERICA

DEPARTMENT OF INTERNET MINISTRIES

REPORT TO THE 45TH BIENNIAL CLERGY-LAITY CONGRESS, SEPTEMBER 2020

Summary and Mission

The Department of Internet Ministries is responsible for identifying, leveraging, and developing technologies appropriate for Orthodox Christian digital ministry for parishes, organizations, Metropolises, and the Archdiocese. We look for new ways to present the unchanging Gospel to an ever-changing digital world.

Covid-19 Response and Resources

Internet Ministries has provided direct support to hundreds of parishes since March in the following areas: Live Broadcasting, Zoom Meetings, Website, Email, and Listserv support. We have also provided support to the Archbishop's Office and Communications Department for their efforts in developing the Covid-19 website, live streaming, and other resources.

Re-evaluating for the Future

We are now evaluating the products and services we offer. Limits in staffing and budget have compromised the level of service that we have offered for so many years to parishes and our co-workers at the Archdiocese. We are constantly juggling to keep things afloat, rather than adequately attending to all our duties. Increased funding for additional personnel and resources would afford us an opportunity to regain a foothold in offering a premier digital witness to the modern world.

Continued Support of Parishes & Organizations

Over 75% of GOA parishes, dozens of organizations, and faithful worldwide use our first-rate suite of products. We host over 500 websites and provide many other services, including email, listserv, Online Chapel, Daily Readings, Bulletin Builder, OrthodoxJobs, and Iconograms. Though many of the aforementioned technological setbacks have directly affected all of these services, we are very humbled by the understanding, dedication, and warm encouragement of our users in these times. It has been and continues to be, a great joy to work for and with them.

Goals for Current Year

Our goals for the current year are conservative: improve security and monitoring of products & services; update documentation and internal processes; automate certain reporting and monitoring services; evaluate existing software and services.



Website and Social Media Statistics Report

August 2020

Greek Orthodox Archdiocese of America
Department of Internet Ministries

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Goarch.org Website Statistics

Goarch.org is the flagship website of the Greek Orthodox Archdiocese of America.

Annual Stats: 2009 - 2019

Year	Sessions	Users	Pageviews	Pgs/Session	Bounce Rt.	Avg. Session
2019	2,494,575	984,361	6,784,159	2.72	57.21%	00:02:37
2018	2,167,635	972,418	6,122,066	2.23	55.76%	00:02:47
2017	2,146,644	998,895	6,297,523	2.93	54.97%	00:02:53
2016	2,381,708	1,159,935	6,475,795	2.72	57.11%	00:02:45
2015	2,568,897	1,263,330	6,961,099	2.71	57.90%	00:02:46
2014	2,515,735	1,232,950	7,067,464	2.81	56.82%	00:02:52
2013	2,491,878	1,203,499	7,206,643	2.89	55.93%	00:02:53
2012	2,193,379	959,334	6,830,940	3.11	52.90%	00:03:10
2011	2,058,344	843,247	6,816,945	3.31	51.36%	00:03:07
2010	1,957,073	767,942	6,684,492	3.42	50.51%	00:03:08
2009	1,934,506	749,257	6,802,059	3.52	50.01%	00:03:19

2019 Top Sections

1	Home Page	715K
2	Chapel Calendar	705K
3	Library (Channels, Articles)	674K
4	Chapel Main Page	409K
5	Prayers	298K
6	News	216K
7	Directories	177K
8	Liturgical Texts	167K
9	Departments	156K
10	Lent, Holy Week, & Pascha	136K

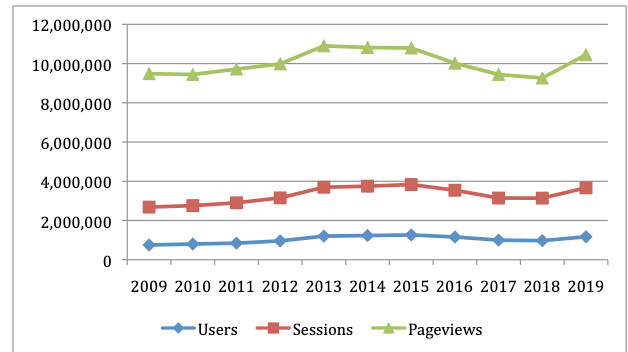
2019 Top Articles: Jan-Dec

1	The Synekdemous - Daily Prayers
2	Prayers Before Sleep
3	Morning Prayers
4	Divine Liturgy of St. John Chrysostom
5	Service of Small Paraklesis
6	Teachings of the Orthodox Church
7	News: Election Announcement
8	Saints of the Orthodox Church
9	Prayers for the Sick
10	Introduction: What is the G.O.C.?

These listings are from an analysis of the top 500 pages on the website, with 1,405 pageviews or more. Generally speaking, these results suggest that the majority of visitors to our website are seeking spiritual, educational, and liturgical content.

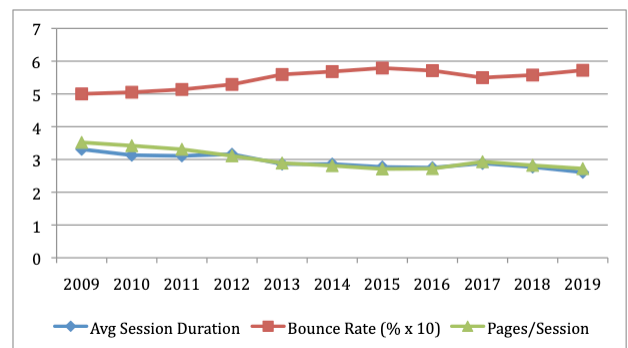
Goarch.org 2009-2019: Sessions, Users, and Pageviews

Total Users and Total Sessions have increased slightly in the past decade. Total Pageviews has fluctuated over the years. After peak in 2013 for Pageviews and 2015 for Users & Sessions, there is a decline through 2018. This could be a result of content being made available through other sources - daily readings mobile app, social media, YouTube, other GOA-owned websites, such as blogs.goarch.org, etc.; staffing and budget cuts during that time; and competing websites from other institutions.



Goarch.org 2009-2019: User Attention Span and Engagement

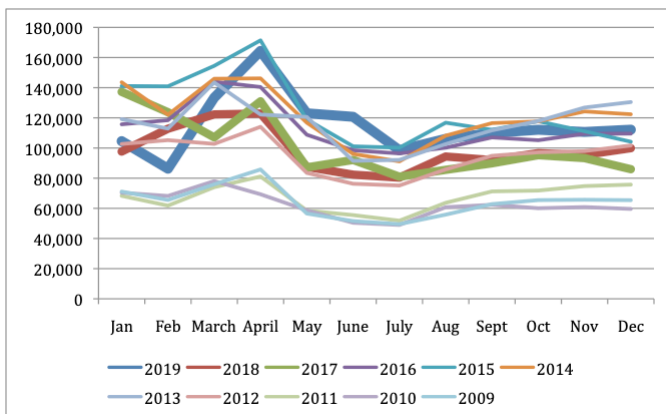
All three of these stats show a negative trend over the past decade. Bounce Rate is the percentage of visitors who enter the site and then leave rather than continuing to view other pages within the same site, which has slowly increased. Both Pages per Session and Average Session length have decreased steadily.



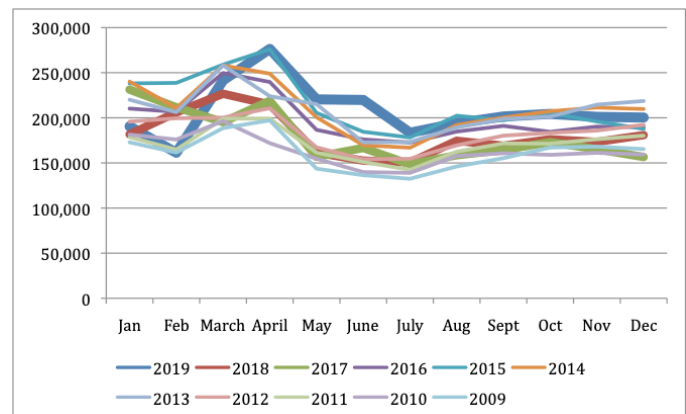
Goarch.org 2009-2019: Month by Month Analysis

The following two charts show the trend of visitors and total sessions over the course of a year. Great Lent, Holy Week, and Pascha (March-May) always drive the most traffic to our website. There is typically a slump in the summer time. Since the election of His Eminence Archbishop Elpidophoros in May 2019, there has been a steady flow of activity on our website. As a result, the numbers for 2019 (highlighted with a bold blue line) are dramatically higher compared with 2018 and 2017 (bolded red and green lines).

Users by Month



Sessions by Month



Comparative Analysis of Popular Orthodox Websites

Alexa.com analyzes online engagement with millions of websites worldwide and is one of many website ranking tools on the Internet and is not an absolute authority in and of itself. The following shows popular Orthodox websites with their global Alexa.com rank as we have tracked them over the past 8 years.

The Archdiocese Website goarch.org continues to rank at the top of known English Language Orthodox Website Worldwide. Note: these rankings are subject to fluctuate from month to month.

Rank	Site	Apr 2012	Apr 2014	Jun 2018	Nov 2019	Jun 2020
1.	GOARCH.org	120K	184K	125K	186K	127K
2.	OrthodoxWiki.org	149K	190K	134K	151K	187K
3.	OCA.org	192K	243K	137K	241K	221K
4.	Mospat.ru	--	--	238K	230K	320K
5.	AncientFaith.com	240K	366K	140K	260K	292K
6.	Antiochian.org	282K	378K	369K	530K	299K
7.	JohnSanidopoulos.com	555K	380K	504K	975K	996K
8.	Patriarchate.org	1.65M	1.68M	907K	2.35M	1.34M
9.	AssemblyOfBishops.org	4.26M	5.12M	1.79M	2.57M	1.76M
10.	Synod.com (ROCOR)	1.27M	1.13K	438K	1.14M	1.93M
11.	MyOCN.net	1.18M	1.91M	442M	1.27M	2.10M
12.	IOCC.org	2.65M	2.69M	1.13M	1.97M	2.66M
12.	Archons.org	--	--	--	--	2.66M
13.	OCF.net	1.72M	6.47M	2.53M	1.98M	2.51M
14.	ACROD.org	514K	1.35M	766K	2.86M	3.43M
15.	BulletinBuilder.org	--	--	--	--	3.70M
16.	OrthodoxMarketplace.com	1.68M	4.57M	2.43M	6.55M	4.66M
17.	OrthodoxJobs.com	4.87M	5.38M	8.79M	n/a	5.44M
18.	OrthodoxyInAmerica.org	2.89M	3.55M	10.77M	4.41M	6.18M
19.	SerbOrth.org	3.69M	5.90M	4.49M	10.83M	8.36M
20.	OCMC.org	7.74M	7.08M	4.35M	2.99M	n/a
21.	Mitropolia.us	7.81M	4.83M	7.14M	n/a	n/a
22.	BulgarianDiocese.org	6.55M	7.29M	13.67M	n/a	n/a
23.	Iconograms.com	2.10M	2.32M	n/a	n/a	n/a

Social Media



Overview

Site	Address / Handle	Following	Launch Date
Facebook	@goarch	186,000 likes	Sep 2007
	@archbishopelpidophoros	20,531 likes	Jun 2019
Twitter	@goarch	26,700 followers	July 2009
	@elpidophoros	17,500 followers	Dec 2012
YouTube	@greekorthodoxchurch	22,400 channel subscribers 3,144,945 video views	Sep 2009
Instagram	@goarch	21,800 followers	Mar 2014
Pinterest	@goarch	1,200 followers	Mar 2014



YouTube - Most Viewed Videos (Lifetime)

	Title	Views
1.	What Is Christian Orthodoxy? (Discovering Orthodox Christianity)	192,797
2.	History of Orthodox Christianity - Beginnings (1 of 3)	174,854
3.	Archdiocese School of Byzantine Music - Arise O Lord	137,808
4.	Vested in Grace: The Liturgical Dress of Orthodox Clergy	109,837
5.	Return of the Relics (Sts. Gregory and John Chrysostom to Constantinople)	91,686
6.	Patriarchal Divine Liturgy (1997 US Visit)	80,203
7.	Enthronement of Patriarch Bartholomew	65,518
8.	Conversation With Bishop Kallistos Ware	62,264
9.	History of Orthodox Christianity - Byzantium (2 of 3)	61,614
10.	Reconstruction of St. Nicholas National Shrine at the World Trade Center	53,103
11.	The Bible In The Orthodox Church: OT (Discovering Orthodox Christianity)	50,101



Facebook @goarch - Most Viewed Videos (1/2018 - 8/2020)

	Title	Total Min.	>1min	>3 sec.	Engagement
1.	Enthronement - Archbishop Elpidophoros (Live)	224.3K	23.8K	116.8K	11.7K
2.	Arrival of Archbishop Elpidophoros of America	148.1K	23.3K	85.8K	9.2K
3.	Archiepiscopal & Synodical Divine Liturgy (6/23/2019)	96K	5.6K	32.2K	3.5K
4.	Akathist Hymn - (7/24/2020)	47.6K	3.4K	35.9K	3.6K
5.	Holy and Great Saturday (4/18/2020)	40.3K	2.5K	20.8K	3.1K
6.	Press conference w/ Abp. Elpidophoros (6/21/2019)	29.2K	2.5K	13.8K	1.6K
7.	Encounter with St. Iakovos Tsalikis (6/7/2019)	25.1K	3.4K	21.6K	2.1K
8.	Prayer Service with Abp. Elpidophoros (4/7/2020)	22.7K	3.3K	31.7K	4.5K
9.	Campers at Camp Saint Paul (7/12/2019)	21.7K	0	66.4K	2.4K
10.	Reception with DAD Clergy and Families (6/20/2019)	19.1K	2K	11.4K	1.4K

Additional Website Statistics

OrthodoxJobs

For over 15 years, OrthodoxJobs is the premier online location for finding opportunities in lay ministry within the Orthodox Church with over 900 job opportunities posted during that time. In 2019, we scaled back on the OrthodoxJobs website because of lack of staffing.

Basic Usage Statistics (since 2005)

Job Postings: 938 (avg 5 per month)

Facebook Followers: 969

2019 Website Users: 13,821

2019 Web Sessions: 27,029

Patriarchate.org

For over 20 years, the Department of Internet Ministries has hosted the official English website for the Ecumenical Patriarchate. Recent website stats are as follows:

Year	Sessions	Users	Pageviews
2019	182,908	135,282	483,360
2018	229,499	166,624	597,055
2017	112,293	81,898	308,557
2016	147,700	101,561	421,392
2015	141,470	93,620	438,526

FaithandSafety.org

This is a cooperative initiative begun in 2013 with the US Conference of Catholic Bishops to provide resources to families and ministry leaders for how to safely use and navigate the digital technology that surrounds us.

Year	Sessions	Users	Pageviews
2019	14,956	13,235	20,200
2018	13,295	11,569	18,741
2017	22,886	12,926	22,886
2016	26,837	13,179	26,837
2015	26,334	13,809	26,334

AssemblyofBishops.org

Internet Ministries from its beginning has hosted various pan-Orthodox websites for free. Recent website stats for the Assembly of Bishops website are as follows:

Year	Sessions	Users	Pageviews
2019	65,611	48,390	151,043
2018	58,107	42,481	143,077
2017	68,516	49,878	157,597
2016	55,100	38,622	143,024
2015	80,373	56,416	192,447

Blogs.goarch.org

A complement to the main Archdiocese website, the Blogs website provides a channel for Archdiocese ministries and departments to present various articles and information in a less formal setting.

Year	Sessions	Users	Pageviews
2019	38,445	29,996	53,175
2018	32,167	23,812	43,795
2017	35,624	25,448	49,774
2016	44,317	30,235	63,522
2015	54,378	37,910	85,707

Website Hosting

Through our multi-tiered web hosting services, we host over 500 websites for the Ecumenical Patriarchate, the Archdiocese, Metropolises, the Assembly of Bishops, GOA Parishes, organizations, and more.

Bulletin Builder

Bulletin Builder enables users to create and publish their parish's Sunday bulletin online for the web, email, and print in just minutes. Prior to the Covid-19 pandemic, we averaged 181 parishes using Bulletin Builder. Since March, usage has dropped by 15% with now only 153 parishes actively using Bulletin Builder.

Email Hosting

Currently, we host 158 email domains on our Ipswitch iMail server for parishes and organizations. After over 20 years of offering this service, we are now looking to phase out this service by early 2021.

Listserv

LISTSERV sets the standard for e-mail list management. With this inexpensive and powerful software, we provide parishes, Metropolises, and Archdiocese ministries free Listserv accounts. There are over 300,000 subscribers across 900 Lists. On average, each month Listserv processes over 3,000 individual jobs, and sends over 1.5 million emails.

Iconograms

Iconograms.org is an online Orthodox greeting cards service. Since 2001, one of our oldest services, over 540,000 cards have been sent.

Daily Readings Mobile Apps and Smart TV Apps

Launched in 2010, the Daily Readings App on your mobile device is the easiest way to access the day's Bible readings prescribed by the Lectionary of the Greek Orthodox Church. The Daily Readings App also lets you read the lives of the saints or lookup fasting guidelines for each day right on your device.

The GOARCH TV app, created in 2017, provides live streaming from parishes and on-demand video resources for Orthodox Christians for smart TV devices, available for Apple TV, Roku, and Amazon Fire.

Since 2010, we have had over 100,000 total downloads of our mobile products, comprised of over 70,000 downloads on iOS (Apple) devices and over 33,000 downloads on Android devices.