

## Website Evangelism

How to cast the Gospel net over the Internet by building a website.

The following is a short overview of how I have managed with the Lord's inspiration and blessing, to get 2 sites at number 1 on page 1 of Google. I will explain this in a simple step by step process using the End Of The World 2012 site as an example.

Before you look at these steps, there are some vital things to consider. If you overlook these, you will miss the reason for some of the steps and your heart and mind won't fully be in the process.

One of the most important things to do it to give people what they are looking for, meet them where they are at, then invite them to consider what you especially want to share with them. But there needs to be a clear link.

I link from "End Of The World 2012" to "Something more fearful than the end of the world"

So you will need to ask yourself right from the start, "Are people already Googling 'eternal power ministries'?" If not, then you will not attract those who search on the net to visit your site because, quite simply, they are not searching for what you are offering. They are not searching for Eternal Power Ministries in a Google search.

I'll show you later on how to find what people are looking for.

The Biblical model Website Evangelism has adopted in building a website to reach the lost, is one that follows Jesus method of introducing the woman at the well to spiritual things.

- First of all, Jesus went to a place where people actually wanted to go to, to meet a specific need: physical water. So in terms of building a website, that means creating a place people will want to come to because we are offering what they are actually searching for: information on theories about 2012. We will look for the specific search phrases they use.
- Jesus then engaged with the woman on the thing she came looking for: physical water. The home page and most of the other pages on the EOTW2012 site do this. They talk about solar flares, meteors, Nostradamus etc... people want this.
- Next, Jesus invited the woman to consider spiritual water. The site does this with many links to a gospel presentation. But we don't actually say, "come and read a gospel presentation". The invites are presented in terms that appeal to human nature: eg. A person's belief that they are a 'good person' is appealed to with the link, "Good People Only". These kinds of links raise people's awareness to the fact that there is in fact a more pressing issue than the end of the world, and they need to check this out... because one day they will die... etc
- Jesus then exposed the woman's sin. The Good Person Test does this.
- Finally, Jesus gave her an opportunity to drink of the waters of eternal life. The Good Person Test does this.

So how exactly is the site built so you can present the gospel to people who search on the Internet....????

1. Find a Key search phrase that is in the general area of your topic of interest: "End Of The World 2012" (more on this below)
2. Make that phrase your domain name with a .com, .net or .org extension: [www.endoftheworld2012.net](http://www.endoftheworld2012.net)
3. Name the site after this phrase: End Of The World 2012
4. Keep the words of the phrase in the site tag line (or subtitle): 2012 end of the world predictions.... See site.
5. Build this phrase and other searched for words into the site description but don't lose focus on the main word/phrase
6. Include this phrase (as a phrase) as well as separate words, (and other relevant words), in meta tags.
7. Make an introductory comment to your site using this phrase and other key words
8. Include this phrase in carefully worded and relevant sentences throughout your first page, and the entire site
9. Include other common, relevant key words and search phrases on your home page but major on number 8 above!
10. Convert these phrases into subdomains (other pages that show up in your menu) eg. Mayan Calendar 2012.
11. If your web host allows it, give those pages their own separate meta tag descriptions and key words
12. If you have a key page with a gospel presentation on it, link to it from every other page on your site
13. Build other internal links

14. Avoid links to other sites (outgoing links) as they will take people away from your site.
15. Include some pictures (not too many – though I seem to have got away with this on EOTW2012)
16. Google likes big sites so keep building. You don't have to show every page in the menu.

To find what people are looking for visit: [www.keyworddiscovery.com/search.html](http://www.keyworddiscovery.com/search.html)

Experiment with words and phrases in the general theme of what you want to build your site on. The purpose is to covert that word or phrase into a domain name. Some phrases to check in the area of your interest are, "end times", "end world". I don't think there are any free top level domains that fit these phrases but you will discover that keyworddiscovery actually helps out pretty well by suggesting dozens of other similar phrases to the one you search for information on.

To find out what domains are taken, visit a domain register such as [www.luckyregister.com](http://www.luckyregister.com) (who have good cheap domains and renewal plans along with domain email packages). They give a good break down of sites available with suggestions of alternate names. Just be careful not to include any words in the name that are not actually in a search phrase or it becomes a dead and wasted word.

To check how your site name, description, meta tags all fit in together and to make sure that they are all **relevant** to each other, visit [www.submitexpress.com/search](http://www.submitexpress.com/search) Relevance to your domain name and title are vital. Fail here and you will fail everywhere else.

Here is a read out of the EOTW2012 site using the free tool for checking your sites "tags"

**Meta tags report for: <http://endoftheworld2012.net>**

meta tag	length	value
Title:	37	2012 Doomsday - End Of The World 2012
Description:	124	End of the world 2012 Doomsday Prophecies plus something more fearful than any December 21 2012 end of the world Predictions
Keywords:	243	end, world, 2012, 21 December, 2012 end of the world, prophecies, predictions, world, Bible, Mayan, Calendar, Nostradamus, 2012, Prophecies, biblical, 2012, Armageddon, earth, 2012, end, doomsday, end, world, Mayan, calendar, Mayan, prediction

**Meta tags analysis.**

**Title:** Title meta tag contains no errors.  
This tag contains 37 characters.

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Title relevancy to page content is excellent.  
The Title relevancy to page content is 100%.

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**Description:** Description meta tag contains no errors.  
This tag contains 124 characters.

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Description relevancy to page content is good.  
The Description relevancy to page content is 95%.

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**Keywords:** Keywords meta tag contains no errors.  
This tag contains 16 keywords and 243 characters.

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Keyword relevancy to page content is good.  
The keywords relevancy to page content is 94%.

You can see from the above that there is room for improvement. This means going back to your home page and changing either the meta tags or the home page content. Google looks for relevance to the home page content. Bottom line, the content of your home page needs to produce what your meta tags say is there. This site has some good free tools for helping you build our site.

[For comparison, here are some other sites that come under Website Evangelism...](#)

[www.learntyping.org](http://www.learntyping.org)

Number one on page one of Google search for “learn typing”. The site was build from the ground up on this phrase. The site gets about 5,500 visits month. There is only one gospel page on it but it gets about 200 visits to this page each month. Our prayer for this site is that people will Google, “learn typing” and end up in heaven. This typing course was created by my mother (who is now 82) and I put it on the net. Do you have something you are passionate about or have a good interest in? You could build a site on that and put the gospel on it.

[www.christiandatingfree.org](http://www.christiandatingfree.org)

page three or four on a yahoo search that includes the words, “Christian”, “dating” and “free”

[www.eternalhell.net](http://www.eternalhell.net)

ranks page one on searches for, “is hell real”, “Hell is real”, “a man who went to hell”, “Bible quotes on hell”, “eternal hell”

[www.istherelifeafterdeath.net](http://www.istherelifeafterdeath.net)

page 3-4 on searches for “is there life after death”. A relative new site so plenty of time to see results change, and they do.

The Internets potential for evangelism is still only being discovered. And it is immense!

I recall that you had originally said that the web host was looking for more content on your site. I hope the above will help you build relevant content to your existing site that will attract the lost so they can hear the Good News.

I am also wondering if you need to consider a domain name change. My cost you 20 a year to keep it live so not a great expense. I just feel it is important to repeat some of what I said at the start. And it is this, you need to lay a good foundation and build your site from the ground up on a topic that people are actually looking for. The websites I have mentioned above will help you do this.

I think I will develop what I’ve written here and put it on the Website Evangelism site. I’ve been wanting to do this for a while and your request has encouraged me to make a start.