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SAMPLE REPORT

Digital Ministry Checkup

Living Truth Ministry

Helping ministry leaders understand what is working, what needs attention, and what to improve next.



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Beach Solutions LLC | August 2026

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ABOUT THIS CHECKUP

A practical review of website effectiveness, visitor experience, search visibility, mobile usability, ministry content, technical health, and growth readiness.

Technology solutions. Practical results.

Executive Summary

Living Truth Ministry

89 / 100

Living Truth Ministry has developed a strong digital ministry foundation centered on biblical teaching, Christian discipleship, and helping visitors understand their place in God's story.

The website communicates the ministry's purpose clearly, provides well-organized pathways into teaching and study resources, performs exceptionally well in accessibility testing, and has a strong technical and measurement foundation.

89 / 100	0	3
Overall Score	Critical Issues	Primary Focus
Strong digital ministry foundation	No critical issues identified	Performance, search, visitor pathways

What the Checkup Found

- Lighthouse scored Accessibility, Best Practices, and SEO at 100 on both mobile and desktop.
- Desktop Performance measured approximately 94-95; mobile Performance measured approximately 67-68.
- Mobile Largest Contentful Paint measured approximately 8.2 seconds, with large image resources as the primary opportunity.
- The site ranked first for the branded search “Living Truth Ministry,” but did not appear in the first two pages for two representative non-branded biblical teaching searches.
- The site already has strong discipleship pathways, with an opportunity to make the next action even clearer after individual teachings.

Primary Opportunities

- Improve mobile image delivery and initial page weight.
- Expand non-branded biblical search visibility.
- Strengthen next-step pathways from teachings into deeper discipleship.
- Develop supporting articles around major teaching themes.
- Use Analytics and Search Console data to guide future content development.

OVERALL ASSESSMENT

Living Truth Ministry does not need a major digital rebuild. It has a strong foundation. The next stage should focus on refinement, discoverability, performance, and helping more visitors move from discovering content to engaging more deeply with Scripture.

Digital Ministry Scorecard

Eight-category 100-point evaluation

89 / 100



STRONG

80-89

Effective foundation with identifiable opportunities for meaningful improvement.

Living Truth Ministry is at the top of the Strong range - one point below Excellent.

Category	Score	Assessment
Ministry Clarity & First Impression	15 / 15	Excellent
Visitor Journey & Calls to Action	13 / 15	Strong
Mobile Experience & Accessibility	15 / 15	Excellent
Teaching, Content & Discipleship	9 / 10	Excellent
Google Search & Discoverability	12 / 15	Strong
Technical Health & Performance	11 / 15	Strong
Trust, Security & Credibility	9 / 10	Strong
Measurement & Growth Readiness	5 / 5	Excellent
TOTAL	89 / 100	STRONG

Score Interpretation

90-100	Excellent - highly effective foundation; primarily refinement opportunities.
80-89	Strong - effective foundation with meaningful improvement opportunities.
70-79	Good Foundation - important strengths, but several areas should be addressed.
60-69	Needs Improvement - weaknesses may be limiting ministry effectiveness.
Below 60	Significant Improvement Recommended - major issues likely affect the digital ministry experience.

Ministry Clarity & Visitor Journey

How quickly visitors understand the ministry and know what to do next

Ministry Clarity & First Impression | 15 / 15 - Excellent

Living Truth Ministry communicates its purpose clearly and quickly. A first-time visitor can understand that the ministry exists to help people know Christ, understand Scripture, and grow as disciples.

What Is Working Well

- The homepage establishes a clear ministry identity immediately.
- The central message emphasizes Scripture, Christ, discipleship, and God's unified story.
- Primary calls to action give visitors clear ways to begin.
- The visual design supports the ministry message without overwhelming it.
- Ministry language is understandable to both established Christians and people beginning to explore biblical truth.

FIRST-VISIT CLARITY

Who are you? Living Truth Ministry. What do you help people do? Know Christ, understand Scripture, and grow as lifelong disciples. What should I do next? Begin the journey, explore biblical teaching, or discover ministry resources.

Visitor Journey & Calls to Action | 13 / 15 - Strong

Living Truth provides intentional pathways that help visitors move beyond the homepage, including One Story / Start Here, Following Jesus, Biblical Teachings, study guides, the Library, and individual teaching resources.

The primary opportunity is not adding more choices. It is making the next logical action even clearer after someone finishes consuming a specific piece of content.

Recommended Pattern

Continue Learning	Go Deeper	Explore the Subject	Continue Your Journey
Watch the next teaching	Begin the related Bible study	Read a related article or book	Return to the discipleship pathway

RECOMMENDATION

Strengthen contextual calls to action at the bottom of major teaching and resource pages.

Mobile Experience & Accessibility

Automated and practical usability review

15 / 15

Living Truth Ministry demonstrated an exceptionally strong accessibility and mobile usability foundation.

Automated Lighthouse Testing

Test	Mobile	Desktop
Accessibility	100	100
Best Practices	100	100
SEO	100	100

Manual Mobile Review

- No horizontal scrolling or clipping.
- Text readable without zooming.
- Mobile navigation functions correctly.
- Buttons and links are easy to tap.
- Homepage, teaching pages, contact content, and footer display correctly.

Keyboard Accessibility Review

- Visible keyboard focus.
- Logical Tab navigation and reverse navigation with Shift+Tab.
- Links and controls activate with Enter.
- No keyboard traps identified.

ASSESSMENT

Excellent mobile and accessibility foundation. Navigation, readability, touch interaction, structure, and keyboard navigation all performed as expected.

SCOPE NOTE

This Digital Ministry Checkup is not a formal WCAG accessibility compliance audit or legal accessibility certification. Findings reflect automated and practical usability testing performed as part of this review.

Teaching, Content & Discipleship

How effectively digital content supports spiritual growth

9 / 10

This is one of Living Truth Ministry's strongest areas. The website does not merely publish isolated content; it intentionally connects biblical teaching with discipleship.

Strengths

- ✓ Video teachings
- ✓ Bible study guides
- ✓ Books
- ✓ A dedicated starting point for newer visitors
- ✓ Structured study series
- ✓ Downloadable resources
- ✓ Scripture-centered learning pathways
- ✓ Opportunities to continue from one resource into another

A Strong Discipleship Pattern

Discovery	Teaching	Study	Reflection	Continued Growth
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Particularly strong is the way teaching is organized around progression rather than simply chronology. This is substantially stronger than a website that merely provides an archive of sermons or videos.

Primary Opportunity

Strengthen the relationship between individual pieces of content. After someone watches a teaching on the cross, for example, the page could immediately recommend a related Bible study, another teaching, key Scripture passages, a relevant book, or the next step in a discipleship pathway.

RECOMMENDATION

Create consistent “Continue Growing” sections for major teaching pages. Over time, this can turn a collection of strong resources into an increasingly interconnected digital discipleship ecosystem.

Google Search & Discoverability

Technical search foundation and topical visibility

12 / 15

Living Truth Ministry has a strong technical search foundation. Google is indexing the site, Search Console is active, the sitemap and robots configuration are in place, and Lighthouse SEO scored 100.

#1 Branded Search "Living Truth Ministry"	100 Lighthouse SEO Mobile and desktop	Developing Topical Visibility Non-branded growth opportunity
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What Is Working

- Google is indexing the website and important individual pages.
- sitemap.xml and robots.txt are properly configured.
- Google Search Console and Google Analytics are active and linked.
- The site ranks first for the branded search "Living Truth Ministry."

Primary SEO Opportunity

Two representative non-branded searches were tested:

SEARCH TEST 1

why did Jesus have to die biblical teaching

SEARCH TEST 2

the Bible tells one story biblical teaching

Living Truth Ministry did not appear within the first two pages of results for either search during testing. This creates a clear next-stage opportunity: build topical authority around the ministry's existing teaching library.

Recommended Content Cluster Example

- Why Did Jesus Have to Die?
- Why Was the Cross Necessary?
- What Did Jesus Accomplish on the Cross?
- What Does Atonement Mean?
- Why Couldn't God Simply Forgive Sin?

ASSESSMENT

Strong branded visibility, developing topical visibility. The next SEO stage should focus on transforming existing teaching into a larger interconnected body of search-visible biblical content.

Technical Health, Trust & Measurement

Performance evidence, credibility, and growth readiness

Technical Health & Performance | 11 / 15 - Strong

Metric	Desktop	Mobile
Performance	94-95	67-68
First Contentful Paint	0.4 sec	2.8 sec
Largest Contentful Paint	1.3 sec	8.2 sec
Total Blocking Time	110 ms	130 ms
Cumulative Layout Shift	0	0

Lighthouse identified approximately 3.6 MB of potential image-delivery savings and an initial network payload of approximately 4.17 MB. Image optimization is the highest technical priority. Cache-lifetime opportunities, unused JavaScript, and unused CSS are secondary.

Trust, Security & Credibility | 9 / 10 - Strong

The site presents a credible ministry identity through a clearly stated mission, About information, biblical convictions, professional presentation, secure HTTPS delivery, consistent branding, published resources, and identifiable ministry leadership and authorship.

Opportunity: continue strengthening credibility through current content, appropriate testimonials, ministry partnerships, church resources, and evidence of how people are using the materials.

Measurement & Growth Readiness | 5 / 5 - Excellent

Google Analytics 4 and Google Search Console are active and linked. Realtime visitor tracking, page views, scroll and engagement events, sitemap submission, indexing visibility, and search-performance measurement are in place.

RECOMMENDATION

Use a simple monthly review rhythm: Traffic → Engagement → Search Queries → Landing Pages → Content Performance. Use the findings to decide what content to improve or create next.

Top 10 Priority Action Plan

Prioritized by potential ministry impact, visitor experience, search visibility, and effort

NO CRITICAL ISSUES IDENTIFIED

Living Truth Ministry has a strong digital foundation. The actions below focus on improvement and growth rather than emergency remediation.

#	Priority	Action	Why It Matters	Effort
1	High	Optimize homepage image delivery	Mobile Lighthouse performance is affected primarily by large image resources.	Moderate
2	High	Reduce initial mobile page weight	The homepage transferred about 4.17 MB during testing.	Moderate
3	High	Build search-focused content around core biblical questions	Branded search is strong; non-branded topical visibility is still developing.	Ongoing
4	High	Strengthen SEO on major video-teaching pages	Written summaries, Scriptures, questions, and related resources can create stronger search entry points.	Moderate
5	Improvement	Add consistent next-step pathways to teaching pages	Visitors should always have a clear way to continue learning.	Moderate
6	Improvement	Refine page titles and descriptions around search intent	Strong technical SEO can be paired with more intentional topical targeting.	Low
7	Improvement	Review caching and static-asset delivery	Address cache-lifetime opportunities after the larger image work.	Low-Mod.
8	Improvement	Strengthen presentation of future or coming-soon resources	Give visitors a useful action even when a planned resource is not yet available.	Low
9	Opportunity	Develop interconnected content clusters	Creation, Gospel, Cross, Discipleship, Church, Return, and New Creation can become deeper pathways.	Ongoing
10	Opportunity	Use Analytics and Search Console to guide content development	Actual behavior and search queries should influence what is developed next.	Ongoing

Recommended Starting Point

Begin with the first four items: mobile performance → search visibility → teaching-page SEO → visitor next steps. These offer the strongest potential benefit without requiring a major website redesign.

30-Day Action Plan & Next Steps

A practical sequence for turning findings into measurable improvement

Week 1

Improve Mobile Performance

Optimize the largest homepage images; resize for actual display dimensions; use modern formats where practical; avoid sending unnecessarily large desktop imagery to small screens; re-run PageSpeed Insights.

Target: move mobile Performance toward 80+ and substantially reduce LCP and transferred image data.

Week 2

Strengthen Search Visibility

Begin with “Why Did Jesus Have to Die?” Add a substantive introduction, teaching summary, key Scriptures, questions answered, related resources, internal links, and a search-focused title and description. Identify supporting article opportunities.

Goal: begin building topical authority around an important biblical subject.

Week 3

Strengthen Visitor Pathways

Review important teaching pages and add relevant next steps: Continue Learning, Go Deeper, Explore Scripture, Related Resource, or Continue Your Journey.

Goal: help visitors continue growing instead of reaching the end of a resource with nowhere obvious to go.

Week 4

Measure and Refine

Review Google Analytics and Search Console: users, page views, engagement, traffic sources, search queries, impressions, clicks, organic landing pages, and content performance.

Goal: use actual visitor behavior to guide the next round of content and improvements.

After 30 Days

Re-run the primary measurements used in this Checkup and compare them with the original baseline: mobile Lighthouse Performance, Largest Contentful Paint, homepage transfer size, Google impressions, non-branded search queries, organic landing-page traffic, and teaching-page engagement.

Option 1	Option 2	Option 3
Implement Internally Use this report as the roadmap.	Website Refresh Beach Solutions implements selected recommendations. Starting at \$795.	Ongoing Development Scope broader teaching pathways, search content, or substantial website work separately.

FINAL ASSESSMENT

Living Truth Ministry has built a strong digital ministry foundation. The next stage is not about adding technology for technology's sake. It is about making existing biblical resources faster to access, easier to discover, and more effective at helping people continue their journey of discipleship.

89 / 100 - STRONG

Sample Digital Ministry Checkup | Beach Solutions LLC

Scope: practical evaluation only. Not a formal WCAG compliance audit, legal opinion, cybersecurity penetration test, vulnerability assessment, or guarantee of search-engine rankings. Additional implementation is scoped separately.