



Church Website SWOT Analysis

Church/Benefice: _____

Date: _____

Strengths What does the site do well? What unique resources can you draw from? What do others see as your site's strengths?	Weaknesses What could be improved? What should you avoid? What are others who visit the site likely to see as weaknesses?
Opportunities What good opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What trends could harm the web site? What is your competition doing? What threats do your weaknesses expose to you?