

Digital Marketing Review: Kingdom Transformation Church



This review was created by:



Contact Information

Email (Personal): amberb182@gmail.com

Email (School): amber.broadwell@snhu.edu

Phone Number: (254) 423-2488

Website: amberbcreative.com

Created and Reviewed

April 6, 2025

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Introduction

The Kingdom Transformation Church website serves as a digital gateway to the church's mission of outreach and worship. Located in Frisco, Texas, Kingdom Transformation is an Endtime Southern Baptist church known for its small but intimate setting and its welcoming spirit. This review will examine how effectively the website communicates the church's values, supports existing members, and welcomes newcomers. Key areas of focus will include content quality, visual design, ease of navigation, and accessibility of spiritual resources.

Important Terms

You will see terms that may not be recognizable to you:

- Alt Text (Alternative Text) is descriptive text embedded in a website's code to describe an image's content and purpose for users with visual impairments who use screen readers.
- Branding is the process of creating a unique and recognizable identity for a company, product, or service to distinguish it from competitors and influence consumer perception.
- Call to Action (CTA) prompts, instructs, or encourages a user or viewer to take a specific action, such as buying a product, signing up for a newsletter, or visiting a website.
- Content Management System (CMS) is used to create, manage, and publish digital content for websites and other platforms without requiring coding knowledge. Ex. Wix and WordPress are CMS platforms.
- Favicon is short for "favorites icon," a small graphic or icon displayed in browser tabs, search results, bookmarks, and other areas to represent a website and enhance brand recognition visually. Favicons are essential for branding, improving user experience by making sites easier to identify.
- Font is a complete set of characters of a single design, size, and style, while a typeface is the overall visual design of the letters. Example: "Helvetica Bold 12pt" is a font within the Helvetica typeface family.
- Hero Banner is the large, prominent visual area at the top of a website's homepage, designed to make a strong first impression and quickly convey the site's core message and value proposition.
- Metadata is descriptive information about the page's content and its characteristics that is hidden from the user but used by browsers and search engines to understand, organize, and display the page. Examples include the page's title, description, keywords, author, and information on how the page should be displayed on different devices.
- Responsive Websites automatically adjust their layout and content to fit the screen size of any device, from a desktop computer to a smartphone or tablet, providing a seamless and optimal user experience across all platforms.
- Search Engine Optimization is the process of improving a website's visibility and ranking in search engine results pages (SERPs) like Google, aiming to increase organic (unpaid) traffic.

- Stock Image is a pre-existing, professional photo or illustration that has been licensed for use in various projects, such as marketing materials, websites, and editorial content, rather than being created specifically for one purpose.
- Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line spacing, letter spacing, and spaces between pairs of letters.
- Web Accessibility means designing and developing websites that everyone can use, regardless of disability, by adhering to standards that make content perceivable, operable, understandable, and robust.

Website Review and Recommendations

Website Information

Link: <https://www.kingdomtransformationchurch.org/>

Content Management System (website builder): www.Wix.com

Company: [Stunning White Media](#) (SWM)

Branding

Typography

- Gotham (Bold and Regular)

Color Palette

- Top Navigation Bar (#82435E - Dark Moderate Pink)
- Primary Color (#590528 – Maroon)
- Secondary Color (FFFFFF– White and #000000 – Black)

Favicon

- The favicon is not present on this website.
- Favicon (aka favorite icon) is the little icon on the webpage tab.



Recommendation (Branding)

You can use your logo icon as the favicon or any other element that fits your branding. See below to see that only your tab is missing the favicon.

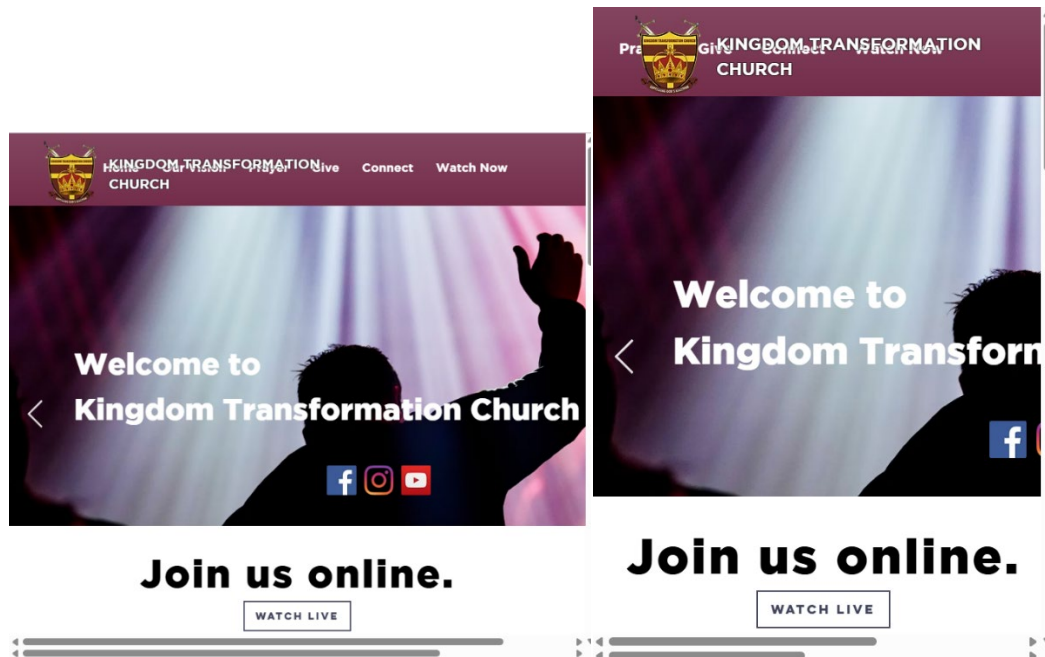
Responsiveness

Mobile Accessible

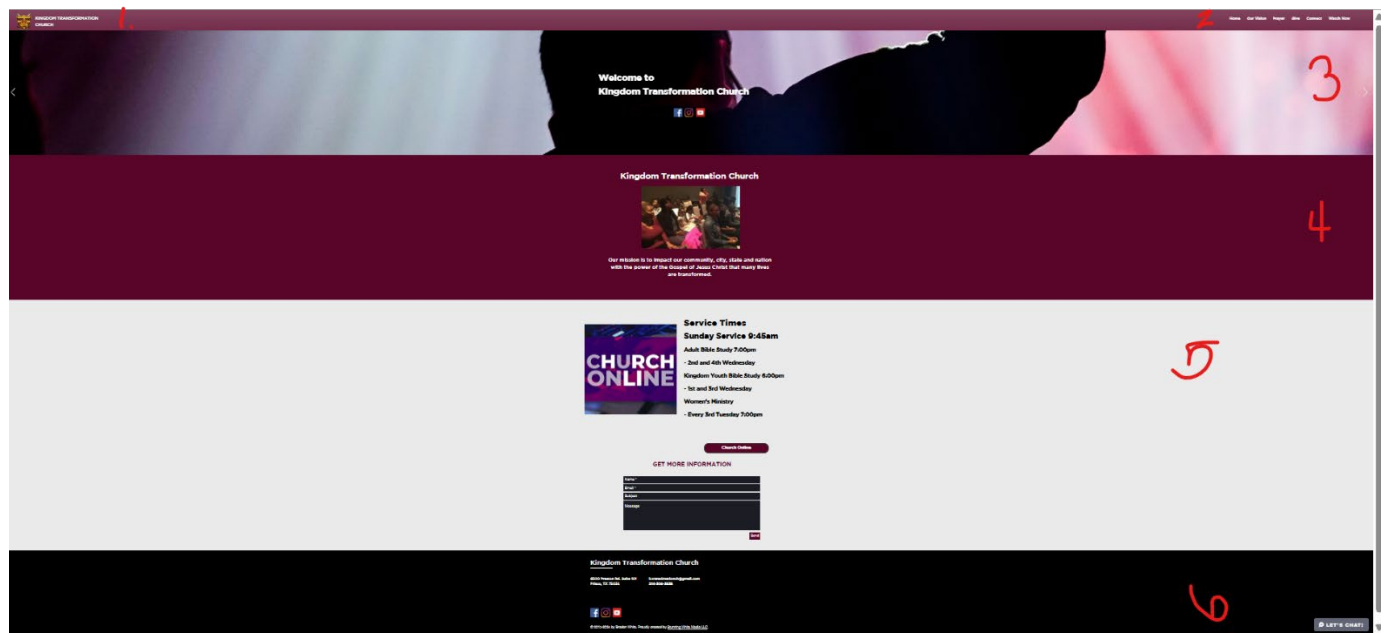
- Yes

Responsive

- Sometimes.
 - Issue: While resizing your website on my laptop, it would not resize to fit the dimensions of the screen. See the examples below:



Homepage



NOTE: The website does not appear this way – I had to format it this way to capture a full screenshot. I numbered each section to make it easier to follow.

1. Logo

- The logo comprises the Kingdom Transformation Church's icon with WixUI text using an H2 heading. The font color used is White (#ffffff).
- Clicking on the logo does not return the user to the homepage.

- i. Recommendation: The logo should be clickable since most websites use the logo as the 'home button' to return the user to the homepage. Good examples are [Amazon.com](https://www.amazon.com) and the [Frisco Independent School District](https://www.friscoindependent.org).

2. Top Navigation Bar

- a. Home (You can remove or keep this even if you decide to make the logo clickable.)
- b. Our Vision
 - i. Who We Are
 - ii. Our Ministries
 - iii. Meet Our Pastors
- c. Prayer
 - i. Intercessory Prayer Team
- d. Give
- e. Connect
- f. Watch Now

3. Hero Banner

- a. There is only one banner, so remove the slider function. Truthfully, only 1% of the population interacts with a slider banner, and if they do, then it is only to click on the first banner. Slider banners are also not accessibility friendly.
- b. Instead of using the stock image, I recommend using an image of your congregation.
- c. Lastly, when I inspected the code, it showed that another image should be included with the visible image, but I do not see it on the front end. It could be the way the code is populated on the backend.

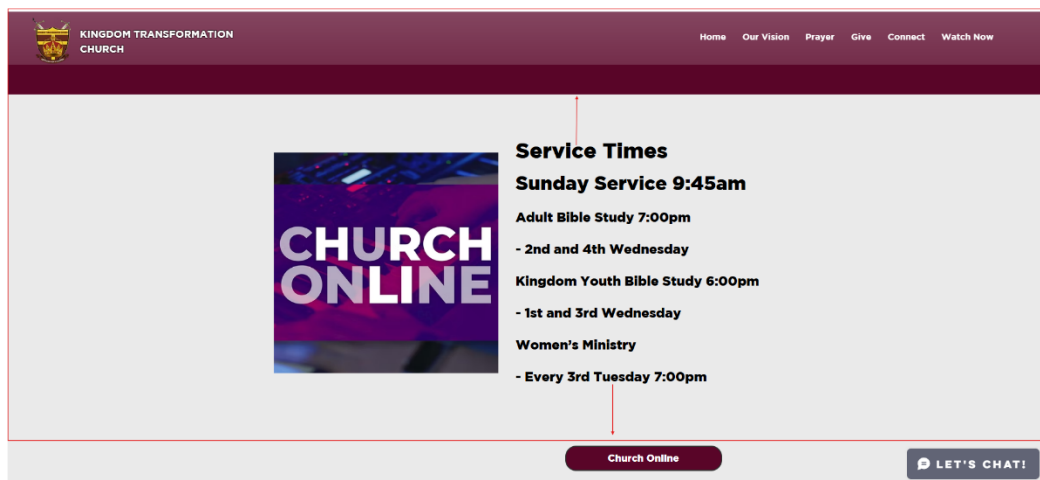
4. Section One: A larger image is needed.

- i. Use a larger image. A good size is 1960 x 1106 px. It is easier to crop a photo to make it smaller than to try to stretch it to make it larger.
- ii. Usually, code can crop the larger picture, but if not, then any image editing tool like Photoshop or Canva can help. (I have an account with both if you need to use my login to fix images.)

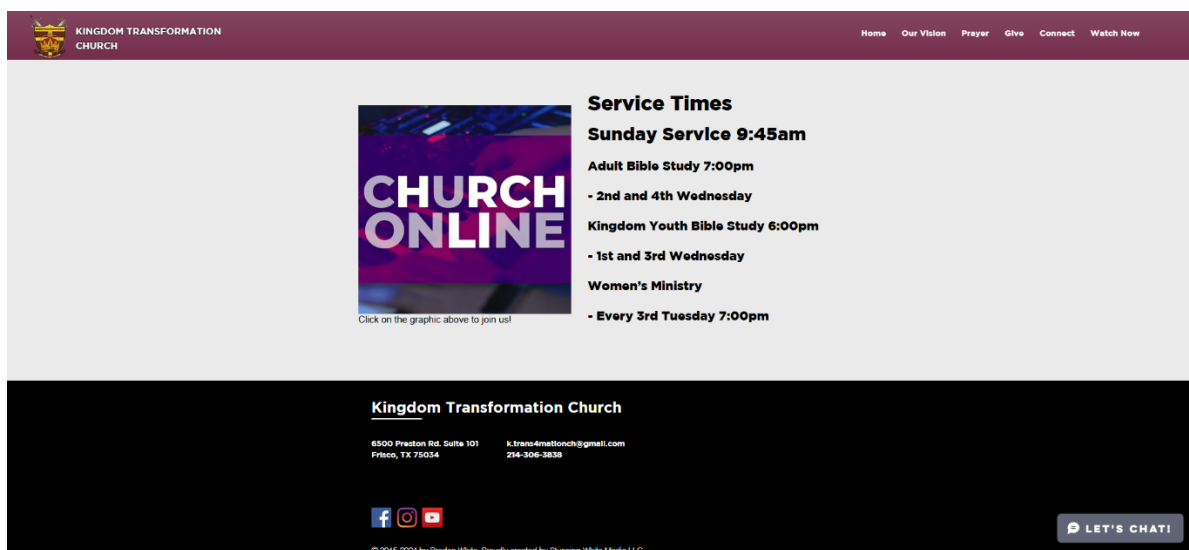
5. Section Two

- a. The 'Church Online' graphic should be a CTA (call to action) clickable image instead of having the 'Church Online' button. The button appears to be

floating by itself, rather than being integrated within the graphic and service details.



- b. Remove the 'More Information' Contact box.
- c. Below is an example of removing the 'Church Online' button and Contact box section. When removing both items, it gives it a cleaner look.



6. Footer

- a. Typically, the footer would match your top navigation or be a shade darker.



KINGDOM TRANSFORMATION
CHURCH

[Home](#)
[Our Vision](#)
[Prayer](#)
[Give](#)
[Connect](#)
[Watch Now](#)



**CHURCH
ONLINE**

Click on the graphic above to join us!

Service Times

Sunday Service 9:45am

Adult Bible Study 7:00pm

- 2nd and 4th Wednesday

Kingdom Youth Bible Study 6:00pm

- 1st and 3rd Wednesday

Women's Ministry

- Every 3rd Tuesday 7:00pm

Kingdom Transformation Church

6500 Preston Rd. Suite 101
Frisco, TX 75034

k.trans4matlonch@gmail.com
214-306-3838





© 2015-2024 by Braden White. Proudly created by [Shining White Media LLC](#)

[LET'S CHAT!](#)

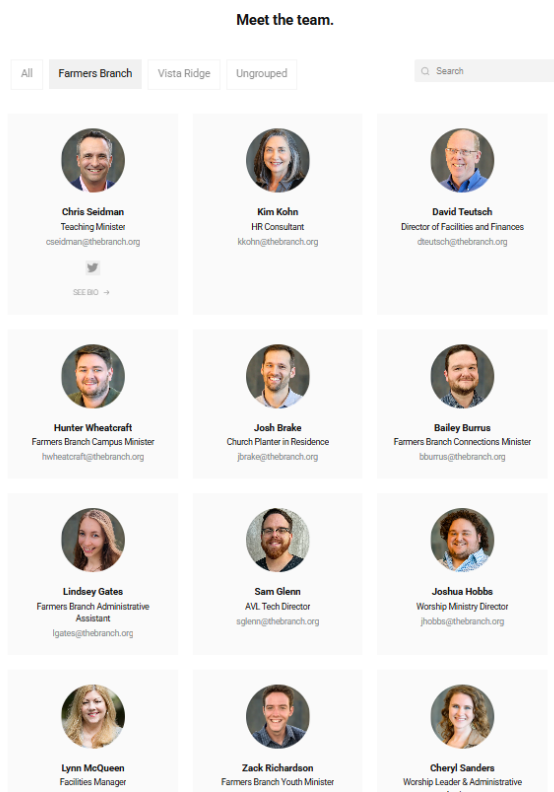
Our Vision

Who We Are

- This page has excellent photos, except for the last photo, which could be used on the homepage.
 - Switch out the last photo with another image that is clearer.

Our Ministries

- The hero banner is great, but I suggest using a photo that shows your ministry in action.
- The section below the banner should be used to introduce your audience to your team. [The Branch Church](#) has a good example of the 'Meet the Team' page with their name, position, and email address, if applicable.



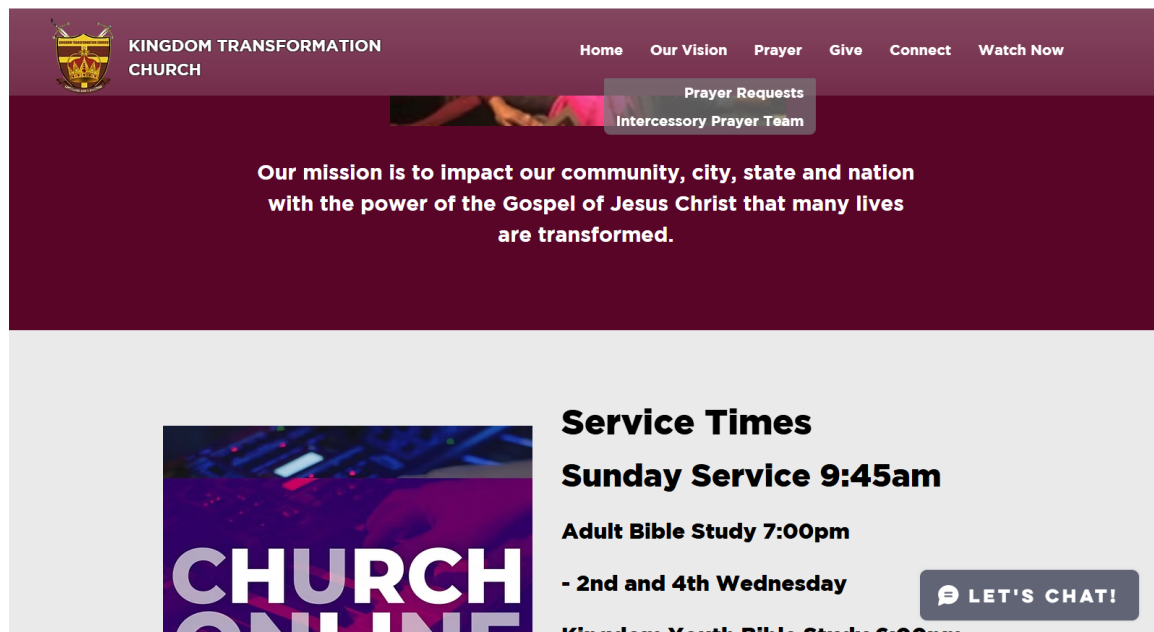
Meet Our Pastors

- The paragraph should be in regular font instead of bold for readability.
- Suggestion: The Fellowship Church has a married couple, the lead pastors, with a section and a separate 'About Me' page for each. Even if you decide not to add separate pages, it would be a good idea to link to some of your sermons to share with the user or a link to Facebook.

- [About the Pastors](#)
- [Pastor Ed Young](#) – includes his history and links to his sermons.
- [Pastor Lisa Young](#) – includes her history and links to her sermons.

Prayer

- The prayer page link at the top should have a dropdown like the 'Our Vision' dropdown. Here is an example:



Intercessory Prayer Team

- I recommend using a photo that is not a stock image.
- The font on this page is different from the other pages. The heading is in the original font, but the vision statement is in Helvetica. I recommend that the font stay consistent throughout the site.

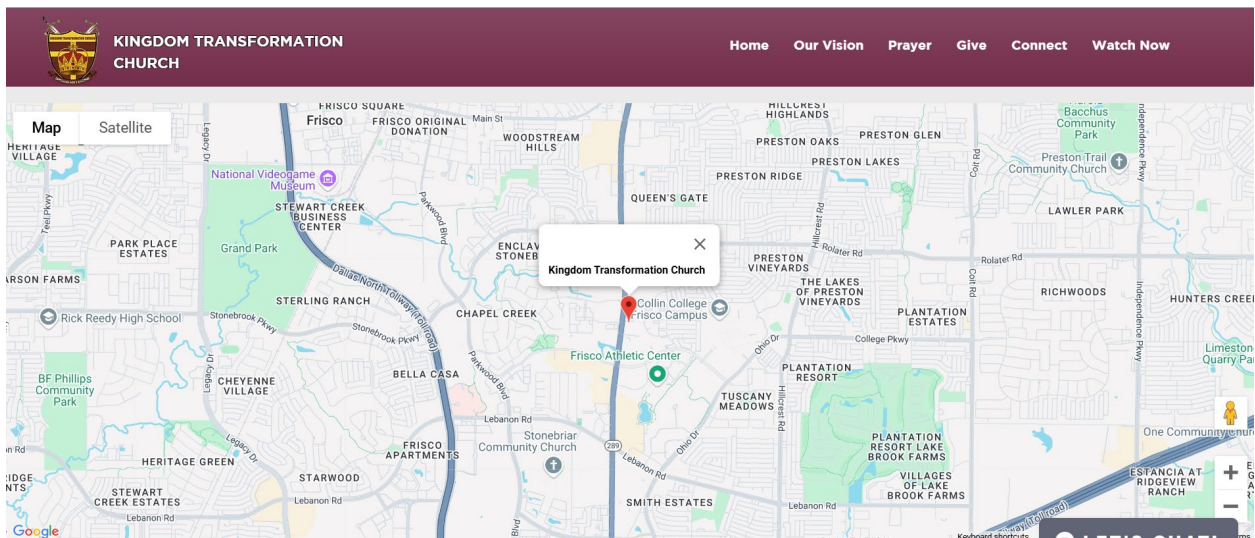
Give

- Under the CTA button for Givelify, linking to their [credit card policy](#) is a good idea. Examples: “[Learn more about how Givelify handles your credit card information](#)” or “Secure payment is vital to Givelify, so they do not store your credit card information. [Read more to learn about Givelify's secure payment process.](#)” You want your users to feel comfortable with donating online.
- Add your contact information (email address, phone number, or both) so that people with questions can quickly contact you for more information on how to donate online.

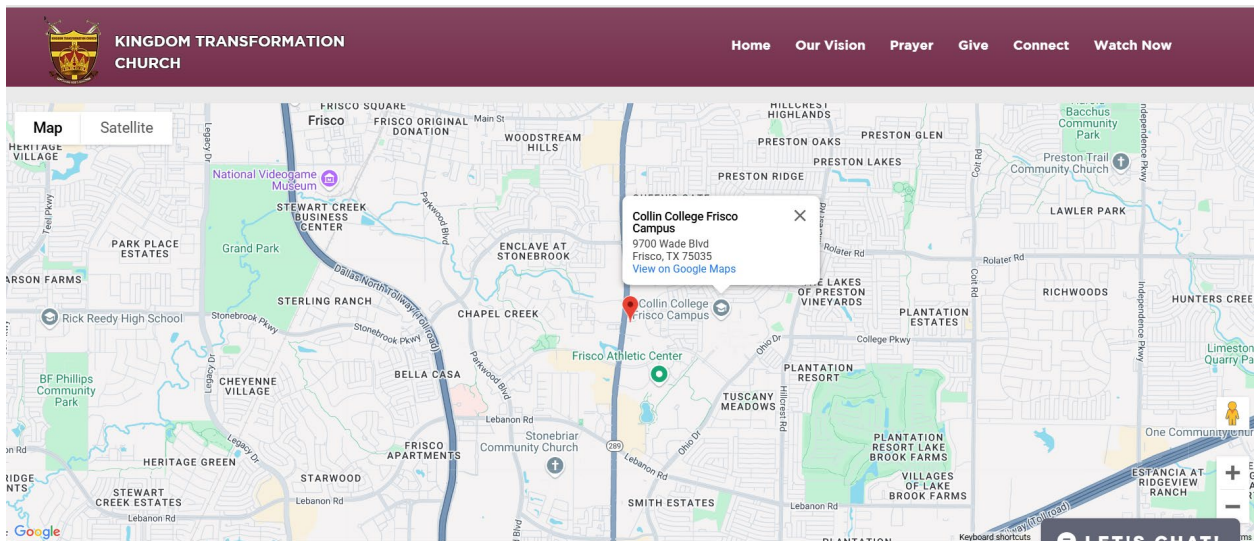
Connect

- When a user clicks on Kingdom Transformation Church on the map, it does not allow the user to view the directions in Google Maps. However, when I click on Collin College Frisco Campus, it provides me with the address and an option to view it in Google Maps.

Kingdom Transformation Church



Collin College Frisco Campus



Watch Now

- No recommendations are needed for this page.

Miscellaneous Items

These are items that I would bring up to your webmaster/coder when you discuss the website:

- Alt Tags
 - The image alt tags are there, but the descriptions are minimal. A reasonable alt tag should give a brief text description of an image in the code, used to provide context for visually impaired users using screen readers and to help search engines understand the image's content.
 - An example is a photo with the alt tag 'ktc02.jpg.' The alt tag should be 'Apostle Deryck Lewis prays with congregation members.'
- Responsive Issues
 - The 'Give' page looks wrong on my mobile phone. The 'Give Online' button should be at the bottom of the word 'Givelify' and not at the top.
- Metadata and Meta Keywords
 - I reviewed your metadata and was disappointed that the wrong keywords were used to describe your church. Meta keywords help inform search engines about the page's content (please note that Google search does not use meta keywords like it used to, but other search engines may use the keywords). I would request that SWM revise the keywords for your site.
 - Here are the keywords that are associated with your website:
 - Enid Life.Church
 - Lifechurch
 - Networchurch
 - church enid, ok
 - churches
 - craig contempary

The image shows a web browser displaying the Kingdom Transformation Church website. The website has a purple header with the church's logo and name. Below the header, there is a large image of a person's silhouette with the text "Welcome to Kingdom Transform" and a Facebook icon. At the bottom, there is a button that says "LET'S CHAT!".

The browser's developer tools are open, showing the "Elements" panel. The selected element is a meta tag with the following content:

```
<meta name="keywords" content="End Life.Church Lifechurch Networkchurch church end, ok churches craig contemporary" --> $0
```

The "Console" panel is also visible, showing several error messages related to the website's scripts and stylesheets. The "Sources" panel shows the website's source code, including various JavaScript and CSS files.

Social Media

Facebook

Link: <https://www.facebook.com/Kingdomtransformationchurch>

- Kingdom Transformation Church's Facebook is the first result in the Google search results. Keywords used:
 - Kingdom Transformation Church
 - Kingdom Transformation
- Other keywords:
 - Kingdom Frisco (eighth result on the first page)
 - Kingdom Church Frisco (seventh result on the first page)
 - Transformation Church Frisco (fifth result on the first page)
- The website's link is in the About section on their Facebook.

Instagram

Link: <https://www.instagram.com/ktc.1997/>

- Kingdom Transformation Church's Instagram is the fourth result in the Google search results. Keywords used:
 - Kingdom Transformation Church
- Other keywords:
 - Kingdom Transformation (does not show on the first three pages)
 - Kingdom Frisco (does not show in the first three pages)
 - Kingdom Church Frisco (does not show in the first three pages)
 - Transformation Church Frisco (shows up twice on the second page)
- I recommend adding a link to your website in your bio on Instagram.

Twitter

Link: <https://x.com/KingdomTransfo1>

- I do not have a Twitter account, so I cannot get a good review of it.
- Kingdom Transformation Church's Twitter is the second result in the Google search results. Keywords used:
 - Kingdom Transformation Church

- Other keywords:
 - Kingdom Transformation (does not show in the first three pages)
 - Kingdom Frisco (does not show in the first three pages)
 - Kingdom Church Frisco (does not show in the first three pages)
 - Transformation Church Frisco (does not show in the first three pages)

YouTube

Link: <https://www.youtube.com/@k.trans4mation>

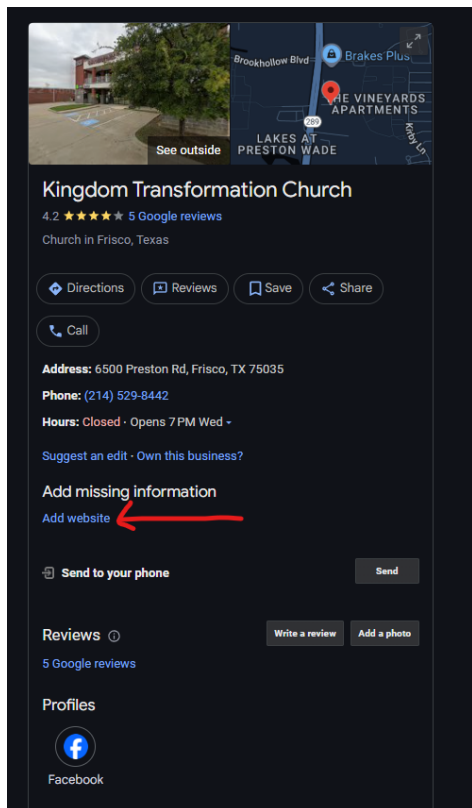
- Your YouTube does not appear in any of the above keyword searches' first three pages.
 - This can harm your brand since you heavily use YouTube to stream and share, but Google search is not pulling this page.
- Add your website link to your YouTube bio.

Internet Search Results

Google

Link: [Search Result](#)

- The website does show on the first three pages of the search results.
- There is another church of the same name that does show on the results.
- The website link, Instagram, and YouTube are not listed in the search results 'snapshot,' but your Facebook is listed.
- You can add the website easily by clicking on the 'Add Website' link, but when I click 'Own this business?' it says that someone else owns it. I don't know if it is Aunt Stephanie or Stunning White Media, but if it is the latter, you need to request access from them to help control your business page.



Bing

Link: [Search Result](#)

- The Bing results were a hundred times better than the Google results.
 - The website is listed, and so are your social media profiles.

- Google is used more than Bing, but if you can get your Google results to match Bing, then it can help your traffic.

Microsoft Bing

kingdom transformation church frisco

ALL SEARCH IMAGES VIDEOS MAPS NEWS COPYLOT MORE TOOLS

About 149,000 results

Facebook
https://www.facebook.com/kingdomtransformationchurch

Kingdom Transformation Church | Frisco TX - Facebook

Kingdom Transformation Church, Frisco, Texas. 333 likes · 9 talking about this · 121 were here. Kingdom Transformation Church is an end-time ministry that believes in the fullness of God. Preaching...

5/5 ★★★★★ (5) Likes: 333 Followers: 382

Feedback

MapQuest
https://www.mapquest.com/us/texas

Kingdom Transformation Church, 6500 Preston Rd, Ste 101, ...

Kingdom Transformation Church is a community-focused religious organization based in Frisco, TX. The church offers spiritual guidance, fellowship, and support to individuals seeking ...

Chamber of Commerce
https://www.chamberofcommerce.com/.../church

Kingdom Transformation Church in Frisco, TX 75033 - 214-529-...

Kingdom Transformation Church is located at 6500 Preston Rd in Frisco, Texas 75033. Kingdom Transformation Church can be contacted via phone at 214-529-8442 for pricing, hours and ...

5/5 ★★★★★ (5) Location: 6500 Preston Rd, Frisco, 75033, TX Phone: (214) 529-8442

Yelp
https://www.yelp.com/biz/kingdom-transformation-church-frisco

Kingdom Transformation Church - Frisco, TX - Yelp

Specialties: Kingdom Transformation Church is an end-time ministry that believes in the fullness of God. Preaching the word of God, healing, deliverance & transformation. Latitude: 33.131938 Longitude: 96.803960 Location: 6500 Preston Rd Ste 101 Frisco, TX Phone: (214) 308-3838

Facebook
https://www.facebook.com/kingdomtransformation...

Come worship with us... - Kingdom Transformation Church

Come worship with us either IN-PERSON at 6500 Preston Rd, Suite 101, Frisco Tx 75034 at 10:00am or on FACEBOOK LIVE, on kingdom Transformation Church...

Instagram
https://www.instagram.com

Kingdom Transformation Church | YOU ARE INVITED TO JOIN ...

PHYSICAL LOCATION: 6500 Preston Rd, Suite 101 Frisco, TX 75034
#kingdomtransformationchurch #friscochurch #dallas #jesus #holyspirit #christ #wordofgod ...

Instagram
https://www.instagram.com

Kingdom Transformation Church | COME JOIN US IN PERSON ...

0 likes, 0 comments - ktdm:1997 on August 3, 2024: "COME JOIN US IN PERSON TOMORROW MORNING. 6500 Preston Road, Suite 101 Frisco Texas 75034 at 9:45am. ❤️ 38 ...

ktdm.org
https://www.ktdm.org

Kingdom Transformation Church
Church/cathedral in Frisco, TX

Website Directions

6500 Preston Rd, Frisco, TX 75034-5856 · 14 mi
(214) 308-3838
Closed · Opens tomorrow 7 PM
Suggest an edit · Manage this business

Add more information
Add photos

Kingdom Transformation Church is an end-time ministry that believes in the fullness of God. Preaching the word of God, healing, deliverance & transformation. [See more](#)

Social profiles
Facebook Instagram YouTube

People also search for
Church/cathedral

Odeella Church One Creation Church Life Church

Historical landmark
Historic Downtown McKinney The Heritage Village At Chest... Old Collin County Courthouse

Conclusion

After my extensive review of the website, social media presence, and Google/Bing search results, I determined that there are a few website and social media items that need improvement to attract its target audience and avoid being lost in the shuffle. As a reminder, any suggestions or recommendations are just those - suggestions and recommendations. I do not expect you to follow them; however, if you have any questions or need clarification, please do not hesitate to contact me.

Recommendations

Stunning White Media LLC

- SWM has neglected its social media. The last time it posted on Facebook and Instagram was around 2023. They offer social media services but do not update their social media accounts.
- SWM's personal (business) website does not follow best web design practices, and it is outdated. The website does not include a portfolio, examples of social media posts, or a testimonial page.

Research

- [Christian Center Family Church](#) uses the same template as your website, but it is more robust and uses web design and user-centric best practices.

Avoid Stock Photos

- Minimize the use of stock photos. Unfortunately, people are more critical of business and church websites that use numerous stock images, and some of the pictures on your site do not align with the content or the message you want to convey.

Test Contact Form

- I did not review the prayer request contact or chat box, so I assume they work for you. I can always review and test it out if you need me to.

Website Analytics

- Oh! Do you have a way to get the website's analytics from SWM? My job utilizes Google Analytics to track website traffic, including how many visitors are clicking through, how long they stay, and other valuable insights that can inform the right changes to your site. If not, let me know, and we can see what can be done.
 - Same with Facebook, Instagram, and YouTube, but you have to be signed up as a business to get the analytics.