

Going to Seminary

One Guy, One Gal, Two Kids... here's what we've learned.

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About the site

History

www.goingtoseminary.com was born in mid October 2007 out of personal quest. When I decided to quit my job, move 500 miles from home, and ask my wife and two kids to come along for the journey, my first instinct was (no, sad to say, not prayer)... rather, google. I wondered what other people who were married and had kids did to get through seminary, so queried families going to seminary. That was not very helpful.

So, after talking with my wife, we decided that when we go to seminary we should probably blog about it or something. I figured there would surely be some people out there that could benefit from our experiences. Thus www.goingtoseminary.com was born.

Target Audience

1. Those trying to decide if seminary is right for them.
2. Those who are currently attending seminary.

Writing Philosophy

My goal in creating this site is *not* to convince people to go to seminary; nor is my goal to advocate any particular denomination or theological position. My goal is simply to help the two target audiences mentioned above. For this reason I have taken the pen name “Just a Guy” in order to remove, to some degree, myself from the equation. Also, on www.goingtoseminary.com, I never disclose the seminary I attend or use this site to advocate my personal theological convictions. I have chosen this approach in order to better serve those visiting the site.

Content

www.goingtoseminary.com contains two main types of content: Advice and Personal Experience. The advice content is pulled from my own resources and research, as well as advice I find on other seminarian's website. I focus on offering as much help as possible to both current and prospective seminarians. Along with this I am chronicling my own personal journey to and through seminary.

Comments are open on my site, so others are welcome to share their advice and insight as well. All comments are moderated.

About the Author

You can find out more about me at: www.goingtoseminary.com/about

I will disclose more personal information to sponsors who would like to know more.

General Site Statistics

Here are some general statistics about the site traffic for www.goingtoseminary.com.

November – December 2007

- 1214 – Total visits
- 6,654 – Total number of pages viewed
- 5.48 – Average number of pages viewed by visitor
- 4:15 – Average time visitors spent on site
- 29 – Number of countries visitors represented
- 214 – Number of visitors who visited 10 or more pages

Also, www.goingtoseminary.com has been nominated, and is currently in the top 10, for the [2008 Blogger's Choice Awards](#) in the Best Religion Blog category.



Keywords

Keywords are critical to reaching people on the Internet. The question you need to ask is, “Are people getting to your site that are actually *looking* for your site?” At goingtoseminary.com we have gone to great lengths to make our site search engine friendly and have targeted a large number of seminary related keyword terms. Below you will find some keyword statistics that show how people are finding www.goingtoseminary.com. This information will help you see that becoming a goingtoseminary.com sponsor will help you reach people who are searching for seminary information. (Stats are from Google Analytics and Google Webmaster tools)

Top 10 Search Queries Based on Number of Resulting Visits:

1. Seminary Scholarships
2. Paying for seminary
3. Best Seminaries
4. Going to Seminary
5. Cost of Seminary
6. Why Go to Seminary
7. Seminary Scholarships Grants Women
8. Scholarships for Seminary Students
9. Working While in Seminary
10. Free Seminary

Top 10 Search Queries Based on Average Time Spent on Site:

1. Get Your Mdiv Online 1:09:38
2. How to Find Seminary Money 1:00:53
3. Thinking of Going to Seminary 37:14
4. How to start preparing for seminary 35:24
5. Factors Choosing Seminary 28:17
6. Should I go to Seminary 26:17
7. How to Think About Going to Seminary 25:49
8. Books about Seminary 25:25
9. Seminary is Expensive 23:33
10. What Seminary is Best for Me 22:59

A sample of some of the Google Search Queries that www.goingtoseminary.com is found within the first 10 results (page 1):

1. List of online seminaries
2. List of Seminary Scholarships (and numerous other derivatives of “seminary” and “scholarship” - for space, others will be left off this list.)
3. Families going to seminary
4. Going to seminary
5. Paying for seminary
6. Why we should attend seminary
7. Pay for seminary
8. Do I go to seminary
9. Fuller theological seminary itunes
10. Women in seminary
11. List of seminaries
12. List of best seminaries
13. Paying for seminary with a family
14. Online seminary jobs
15. Questions about going to seminary
16. Best online seminaries

Sponsorship Details

Sponsorship is a situation I believe will benefit all parties involved with www.goingtoseminary.com. Visitors will benefit by being introduced to seminaries and organizations that might help them in their seminary journey. Sponsors will benefit from reaching a very targeted audience. And me... I get to buy my kids groceries.

Sponsorship at www.goingtoseminary.com has two levels:

Premium Sponsorship (2 available):

- Permanent 150x150 (max) ad link on home page of www.goingtoseminary.com
- 1 blog post per month with text links back to your website (you may provide specific text links if you desire)
- 1 160x600 banner ad rotated on all pages with dual sidebars (example: <http://goingtoseminary.com/places-to-find-a-job-while-attending-seminary/>)

Standard Sponsorship (8 available):

- 1 160x600 banner ad rotated on all pages with dual sidebars (example: <http://goingtoseminary.com/places-to-find-a-job-while-attending-seminary/>)
- 1 blog post welcoming you as a sponsor with text links back to your site (you may provide specific text links if you desire)

Ad rotation explained:

On all pages (home page excluded) where sponsor ads appear the ads will rotate through all sponsors on a PER PAGE VISIT basis. Therefore, if we sell all 10 sponsorship spaces then your ad would show every 10 times a page is loaded. Based on the November 2007 page stats, your ad would have been viewed over 300 times.

Can a Sponsor Buy Multiple Spaces?

YES! For example, if you wanted to buy both of the Level 1 Sponsorships then you would have the only ad on the homepage (150x300 max) and your ad would show on the other pages 1/5 of the time, as opposed to 1/10th of the time). In theory, if a sponsor wanted to buy all the spaces and have theirs be the only sponsor of the site, that would be an option.

Cost:

Premium Sponsorship: \$140 per month
Standard Sponsorship: \$90 per month
**3-month minimum sponsorship required*

Availability:

Sponsorships are available until all spaces are filled. I reserve the right to deny sponsorship to those entities whom I feel do not best serve the readership and/or (in the case of seminaries or ministries) fall outside the bounds of evangelical, orthodox, Christianity.

Want to be a Sponsor?

Email me at ryan@goingtoseminary.com and provide me with your name, email, phone number, and name of your seminary/company/organization. I will get back to you within 48 hours.