

How do we know these people are really coming to Christ?

This is a question that anyone who is sharing the gospel online ought to be asking. Allow me to answer in chunks.

1. Conversion Numbers

Unfortunately, there are many charlatans out there claiming 25-50% conversion rates.

Our conversion rates are about 3%. If you presented the gospel to a roomful of 100 people, it's easy to imagine 3 people receiving Christ.

2. Google and Facebook advertising + Click-fraud company

We are reaching people through both Google and Facebook advertising. There is good reason to be careful with both of these advertising platforms.

We hire a click-fraud company who daily blocks bots and bad players. Industry standard is to be ok with 5% bad clicks. We were seeing 3% bad clicks and hired a company to block even those.

Further, we're running advertising in 14 languages in Google (each to that language version of EveryStudent.com). Rather than let Google choose the sites where our ads show up, we have personally selected reputable sites per language. It took months of research, but it also ensures that clicks are by real people.

3. Compare results

We have the advantage of seeing how many who said they received Christ, then continue to go to our growth site, StartingwithGod.com. We have found, consistently, over the years that the more who receive Christ, the more who go on to grow in their relationship with God.

On the next page is an example from our English site.

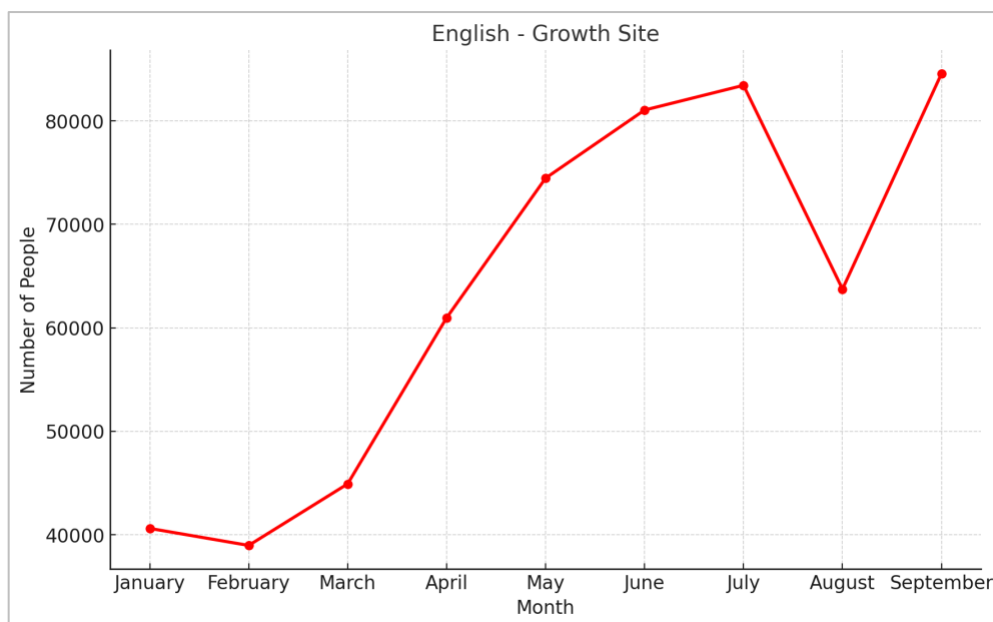
The first graph shows the number of people who received Christ on the **English, EveryStudent.com site** from January - September 2025.

And the second graph shows new believers continuing to the English growth site (which they do at their own initiative). There is a direct correlation.

This shows a direct correlation: the more who receive Christ on EveryStudent.com, the more who show up on our growth site, StartingwithGod.com.

We encourage new believers to go to StartingwithGod.com, but they choose to go there on their own. This is one way we can "see" the new believers as being legitimate.

ENGLISH sites: EveryStudent.com & (growth site) StartingwithGod.com

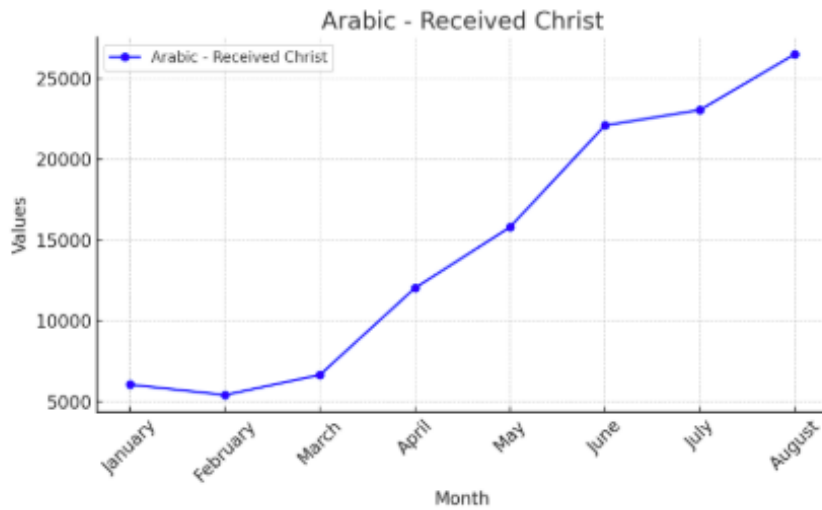


On the next page is a similar report, for our Arabic sites.

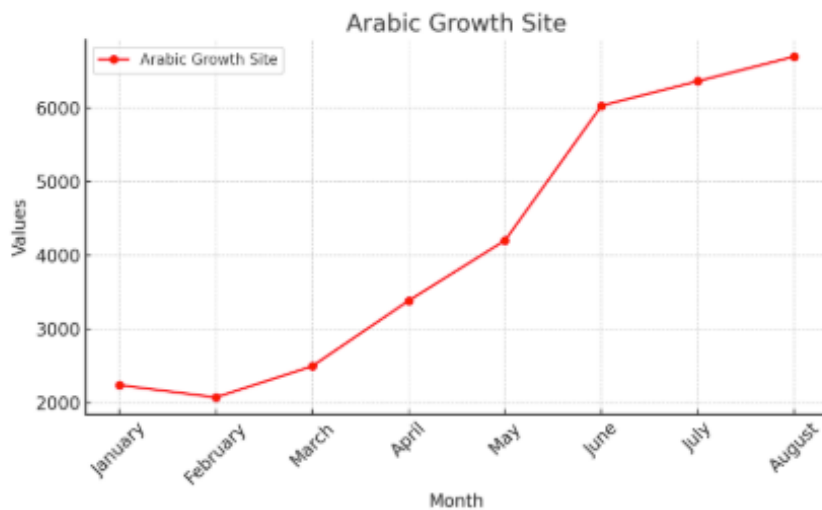
ARABIC

Same correlation of increased new believers, leads to increases on our Arabic growth site.

Arabic - Received Christ



Arabic Growth Site



5. One last confirmation is that we hear from people whose lives God has changed.

New believers from our English site: <https://www.everystudent.info/r/lives.html>

And a short 5-min video that explains how we help people grow. You'll never forget watching this one: <https://www.everystudent.info/r/yared.html>