CHURCH WEBSITES

Key Takaways

Looking for answers:

Is the church located near me? If not, how far away is it?
What religious values do they represent?
Who are the church leadership?
What's their background?
Will I feel welcome?
Can I attend online?

Good design matters

Research has shown that a person’s first impression of a website is based on its visual design.

PRESBYTERIAN CHURCH (USA)

Forward Thinking

Your website plays a critical role at every stage of your church's journey – from creation, to growth and beyond.

It's natural for people to think about the here-and-now, but quite often is also useful to think about where you see the church going in the future.

Quality

The quality of your website has a direct relationship to the perception of your church.

- Ease of use
- Design flexibility
- Features
- Speed
- Security
- Widely supported
- Optimized for search engines (SEO)

Key features to consider

Defining features for any church website:

- Service Times and Location
- Live Sermons
- Sermon Video Library
- Events and Calendar
- Giving
- Newsletter Subscriptions
- Contact Information & Social Media

Putting it into practice

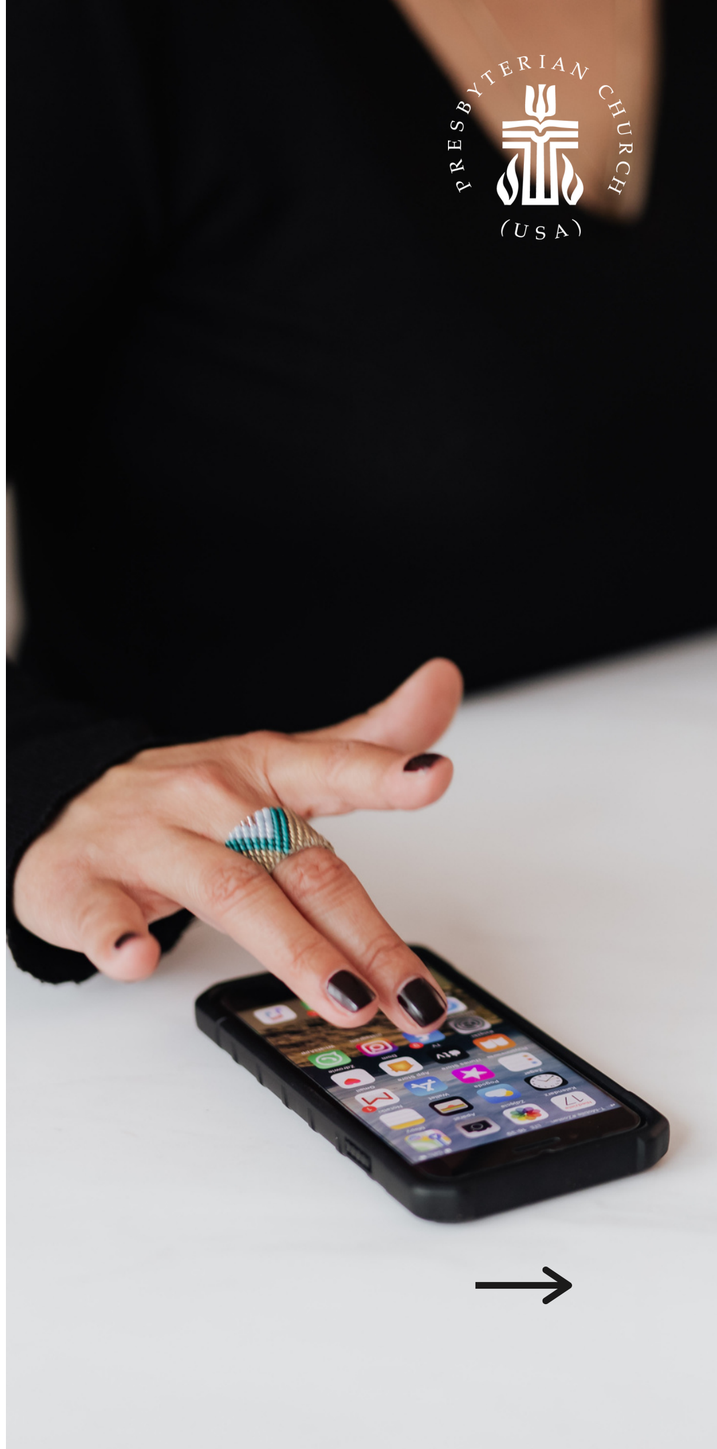
Website #1 - centralongmont.net
Website #2 – knox.org
Website #3 – beargrass.org

On a scale of 1 to 5, with 5 being best, rate this website in terms of KEY FEATURES:

- Visual Appeal
- Service Times and Location
- Live Sermons
- Sermon Video Library
- Events and Calendar
- Giving
- Newsletter Subscriptions
- Contact Information & Social Media

Think beyond the church website builder

- How much control do you want over your website?
- Who will design your website?
- Who can handle SEO?



QUESTIONS