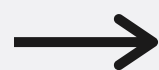




CHURCH WEBSITES



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?



A high-angle photograph of a person with reddish-brown hair, seen from behind, sitting at a rustic wooden table. They are using a silver laptop. On the table, there is also a white tablet displaying a website, an open notebook with a green sticky note, and a small white cup with a plant. To the left, a large monitor displays a presentation slide with the text 'Be inspired by other presenters' and 'Presentations are tools that can be used as lectures, speeches, reports, and more.' A blue banner with white text is overlaid on the image.

Good design matters

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





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

