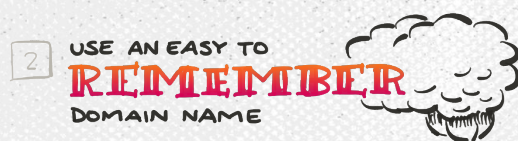# CHURCH WEBSITE CHECKLIST

Your church's website is its front door. It's likely the first place people will go to find out more about your church. If you don't have a website or have a really poor one, it can mean the difference in people visiting your church or not visiting. And a well-done website shows that your church is serious about keeping guests and members informed and engaged. When considering a new design or evaluating your current design, pay attention to these 10 items:

1 DISPLAY SERVICE TIME AND LOCATION **PROMINENTLY** ON THE **HOMEPAGE**
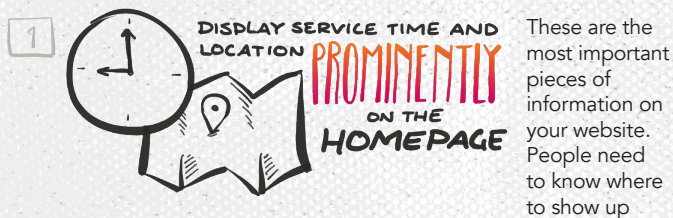
These are the most important pieces of information on your website. People need to know where to show up and when to arrive for worship. Also, make sure they are on the homepage and near the top of the page. Don't make people hunt for this basic information.

2 USE AN EASY TO **REMEMBER** DOMAIN NAME

For those unfamiliar to your church or new to the area, being able to quickly and easily communicate your website address is important. So use a basic web address that makes it easy for members to tell their friends where they can find out more information about the church.

3 MAKE CONTACT INFORMATION **EASY** TO FIND

If people have a question about your church, make it easy for them to get help. Links at the bottom of the page or buried in layers of navigational menus make it hard to find information quickly and can frustrate both members and guests.

4 ONLINE **giving** SHOULD BE SIMPLE AND FAST

If your church has online giving (which it probably should), make sure the process is easy for those who are giving. Multiple steps can create friction in the process and cause someone to quit and not complete their giving.

5 INCLUDE PICTURES AND CONTACT INFORMATION FOR **STAFF**

Updated pictures and bios of the staff help guests connect with your church before they even show up. They'll know who to look for before they arrive, and if they meet someone while visiting, they can later identify that person by using the website.

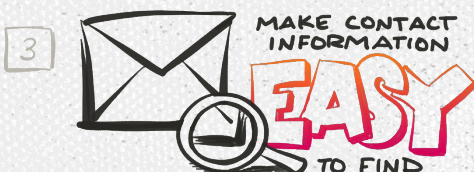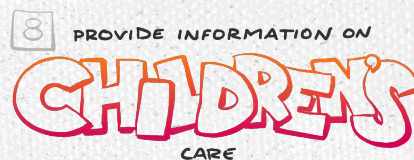**6** CLEARLY DISTINGUISH **DOCTRINE** AND **DENOMINATION**

With the generic and sometimes trendy names that many churches have, it's hard to know what a church believes or with whom they are affiliated just by knowing the name of a church. A page outlining doctrine and denominational affiliation allows those new to your church to know what you believe and why.

7 **COMMUNICATE** IMPORTANT GUEST INFORMATION

If there's anything people need to know about your church (where to park, what to wear, what kind of music, etc.) that may be unique, put the information on the website. The more information you can give guests before they arrive, the better.

8 PROVIDE INFORMATION ON **CHILDREN'S** CARE

Parents want to know that their children are safe and secure. They also want to know what they will be learning while in your care. The more information you can give parents about what their children will be experiencing, the more at ease they will be when they leave their children in your care.

9 INCLUDE AS MUCH **MEDIA** AS POSSIBLE

Sermon podcasts, videos, and pictures allow potential guests to experience your church before they ever arrive. The more media you can provide online, the clearer the expectations will be from your guests.

10 **LINK** TO SOCIAL MEDIA CHANNELS OR OTHER SITES ASSOCIATED WITH YOUR CHURCH

Don't just stop at the church website. Engage and inform guests and members through social media channels during the week. But be sure to have links to your social media on your website. Let your members and guests know where to connect with your church on their favorite social network.

Thom S. Rainer

GROWING HEALTHY CHURCHES. TOGETHER.