Effective Church Websites
Journey to the Top

The goal of this webinar is to help you make your website as effective as possible.
Know Your Audience

Over 1 billion websites in the world
In Canada, approx 36 million people
  82% are online
  Nearly 4,000 websites in a month—highest in the world!
  Over 41 hours a month online
  74% use social media
  Nearly 82% own a smartphone

*Canadians are online and active!*
But Wait!

We already know our members

They attend worship, go to our events
Who Needs Your Website The Most?

Congregations usually gather in churches: physical spaces

Websites are the digital front door

Look at your local community

A little research can go a long way
Your website is for those who aren't familiar with your congregation

Make it visitor friendly
The Importance of a Good Website

First impression / First experience
If you can't find it online, it doesn't exist
Invaluable opportunity to reach more people, share your ministry
"Safe" environment to learn
Primary form of communication for new members; keep existing members engaged
First Impressions are Crucial

You have 2.6 seconds to make an impression

The average user stays on a page less than a minute

Sections of most interest:
  Logo
  Main navigation
  Search box
  Main image
  Written content
What does a visitor need to know?

What do we want visitors to know about us?

Location, worship time, childcare, accessibility, ministries, minister name, contact info, events, news, what to expect...
Putting Your Best Foot Forward

Make your site meaningful and informative

Strong, clear message (purpose)

Timely, relevant content

Easy navigation—clear and direct

Helpful photos—what do they say?

Establish a "feel" for the congregation

Not an archive

Avoid PDF mania

Consider how the content will be used
Designs That Work

What sites do you use and visit most? Why?
Worst Websites in the World

Oops!

404 ERROR
PAGE NOT FOUND

We are sorry the page you are looking for does not exist.
Design Excellence

Forget long reads
F-pattern
First 2 paragraphs key
Place logo in top left
Important info on left
Navigation across top
Use sub-headings and bullet points
Writing for the Web (not print)

Keep text short and simple

Keep paragraphs short – avoid big chunks of text

Get to the point

Use links liberally

Use clear and catchy headlines

Edit your text
The Impression That I Get

What do you want people to feel?

What impression do you want to leave visitors with?

Show, don't just tell

Photos speak louder than words
Making Our Efforts Soar

Keep your audience in mind and give them what they want and need

Use technology to assist your efforts

An effective website can be an important way to expand your ministry