

Connecting with Your Community Through Your Church Website

The Importance of Your Online Presence

It's a remarkable thing that 80% of your visitors will visit your website and your social media presence before they visit your physical church, so therefore, making a significant impact online is a great way to connect with your community.

Optimizing Your Website with Limited Resources

What if you've got limited resources?

What if you don't have much money, many volunteers?

If your resources, like most churches, are limited, just have a one or two page website. Do not have a complicated website.

Sometimes just one page will serve you well because don't need a big website to make an impact on your community and especially upon your visitors.

Front Page Essentials

Let's look at the important things about your front page.



The first thing is service time. Make sure that your Sunday service time is on the front page above the fold so people do not have to scroll to find out what time is your church service.

Second thing is make sure there's a Google map link right there next to the Sunday service time again above the fold.

Writing For Your Visitors

Use the words you and your more than we and us and our.

When you use the words you and your people read them and they feel like you are talking to them.

Growing Your Church Through Visitors

Make a fabulous impression online and you're more likely to get people turning up.