

What to Include in a Church Website?

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The following list will give you an idea of what you could include on your church website. Your site does not need to include everything on this list. The list is not a complete exhaustive list but is designed to start your thinking and planning process.

Home Page: (general church information).

- church name, city, and state
- street address
- phone number
- schedule of main services (Sunday School and Worship times)
- church logo
- church mission or purpose statement or slogan
- a short greetings statement.
- photo of main building
- additional photos that could include the following:
 - building as seen from the road
 - greeter at the main entrance
 - worship service taken from congregation looking at the platform with the pastor and/or worship leader and choir
 - worship service taken from the platform looking at the congregation
 - Sunday School classes showing different age groups enjoying Bible study.
 - other organizations such as small groups, choirs, youth, and children's groups.
 - a sampling of other special events such as VBS, camp, fellowships, mission trips, etc.
 - note - pictures help people who have never been to your church or even to any church see what goes on inside the building - this helps them feel more comfortable about going to your church for the first time
 - note - avoid photos that could be embarrassing, objectionable, or hurtful
- major event flyers such VBS, revivals, musicals, festivals, and other outreach events
- information needed by first time visitors, such as where to park, where to enter the building, what to expect, what to wear, etc.

Most Important: (the plan of salvation).

- "The Most Important Page" a basic presentation of the Roman Road is included by Web Design by Max
- other gospel presentations
- a Beliefs page could include a short description of major doctrines, and/or a complete doctrinal statement such as the Baptist Faith and Message

Contact & Location: (physical and mailing address, phone, email, and map).

- a map will be generated using Google Maps – please check to see if Google Maps accurately places your physical address on their maps
- step by step directions from a major highway to your church
- gps longitude and latitude coordinates
- fax number
- Office hours
- email address
 - use caution in placing an email address on websites for they often receive unwanted spam emails
 - a contact form can be used to provide a hidden email address
 - a specific website email address can be used such as website@(your domain).org

Schedule & Events: (day and times for regular weekly and monthly events).

- a detail listing of regular weekly events
- a listing of monthly and even seasonal or yearly events. (Ex. June: VBS)
- a calendar which should be updated at least monthly
 - calendar can be produced in pdf format from many calendar programs
 - Google calendar can be placed on the website and updated by church staff
- Office hours
- major event information such VBS, revivals, musicals, festivals, and other outreach events

Ministries & Groups: (highlight Sunday School/Bible Study and other organizations).

- a listing of the major organizations and groups
- a short description of each group, stating the objectives and purpose of the ministry or group
- a general schedule (day and time) of group meetings
- a location where the group meets
- organizational logos
- photos showing the people involved in and enjoying the group activities
 - avoid photos that could be embarrassing, objectionable, or hurtful
- a list of Sunday School classes with teachers and room locations
- registration forms for events or groups

Staff: (listing of leadership).

- ministerial staff
- support staff
- names, staff titles, email addresses
 - note - use caution in placing an email address on websites for they often receive unwanted spam emails - you may want to list them as pastor@ * with the footnote * add (your domain name).org after the @ sign to complete the address
 - note - a specific email address for each staff member can be created using your domain name - that email address can be setup to be a separate account or be forwarded to an existing email address.
- a photo of each staff member
- a short biographical sketch
- a short job description

Newsletters and Bulletins:

- church newsletter
- Sunday bulletin
 - note - the quickest and best way to publish newsletters and bulletins to the web is to save them in pdf format - most current word processors and Office suites will save or publish to pdf format
 - note - song lyrics can not be posted to the web due to copyright issues.
 - note - that some information printed for in-house church use may not be appropriate for mass publishing on the web - use caution and respect people's privacy in using personal information such as addresses, phone numbers, email addresses, birthdays, medical issues, etc.

Messages and Podcast:

- worship music is normally not placed on the web due to copyright issues
- the pastor's message/sermon can be placed on the web
 - include title, scripture reference, and the name of the speaker
 - seek permission from guest speaker before placing on web
- the audio should be an mp3 file (best save at 44100Hz Rate with a bit rate of 64kbs)
- the printed outline or full text of a message can be placed on the web - a pdf format file works best
- the video of the message can be placed on the web - you may want to use youtube, vimeo, or another video service to upload and server your video with links placed on your church website
- live streaming can be done by using a streaming service company and placing a link on your church website

Other page ideas:

- a first-time guest/visitor page with information such as when to come, where to park, where to enter the building, what to expect, what to wear, etc.
- links page
- on-site map with floor plans and class rooms
- links to church and/or staff Facebook, Twitter, and blogs
- how to join
- history of the church

Key Principles:

- simplicity - keep things simple for your church website - maximize your content without looking cluttered
- keep information current

Promoting Your Church Website

Place the web address on everything you print. Letters, bulletins, newsletters, advertisements, flyers, handouts, business cards, ... If you put your church name and address on it, put the website address on it.