Your Website and Your Church Communications
Presenter – Jerry Neal

Your Website and Your Church Communications

Why do we need a website? Our church is successful.

We use social media. We see no need in managing a website too.

We created a website a number of years ago. We haven't made any changes or additions since. The web just doesn't work for our church.

Why does my church need a website?

Over 3.4 billion Internet users in the world. Approximately 40% of the world's population has an Internet connection.

1995 – less than 1%
2005 – 1 billion
2010 – 2 billion
2014 – 3 billion

287 Million U.S. users.

From InternetLiveStats.com and the World Wide Web Foundation

Why does my church need a website?

10 Reasons Your Church Needs A Website

Why does my church need a website?

Reason #1 – Establish your church.

More than 2.4 billion people use the internet every day, and some 90% of those have purchased something or contacted a organization or company online in the last 12 months. *No website? In their eyes, you don't exist.*

Having a website provides the opportunity for thousands of people to view over the site's life.

Why does my church need a website?

Reason #2 – Open 24 hours per day

Many people surf the web in the evening when most churches are closed. A websites never takes a break.

A website runs 24/7. You're now available 24 hours a day to answer questions or share the day-to-day events of your church – schedules, events, sermons. A "who we are" in your community.

Why does my church need a website?

Reason #3 – Low cost to enter and maintain

For the budget conscience - agwebservices.org, "you-build-it" services, free Wordpress .com.

Contract with a professional developer to design and build. You can maintain with minimal technical skills or make part of a turnkey service.

Why does my church need a website?

Reason #4 – Marketing (it's not an ugly word)

The unchurched do not understand the fulfilment associated with a church body. Initially, you are in a competition for their time.

Your website can attract new church attendees promoting events - Easter, Christmas, Mothers Day, Fathers Day, Fall Festivals, 4th of July Cookout, Church wide picnic, community outreach, food bank. An online brochure.

Why does my church need a website?

Reason #5 – Social Media Alternative

Facebook, Twitter, Pinterest, Instagram are good methods to communicate, but their communities are restricted.

Your site presents the information as to what's most important for a visitor and your method to guide them through the online life of your church.

Why does my church need a website?

Reason #6 – "Just Google It".

What is a Phone Book? Yellow pages? Newspaper?

It's called SEO or Search Engine Optimization. More than ever before, people are turning away from traditional means of finding information and looking online, especially by way of mobile devices. Your church should be at their fingertips when they look in the search engines.

Why does my church need a website?

Reason #7 – We're here!

Provide maps, addresses, directions, emails, phone numbers. Make it interactive.

By having a website you can have your own email address bob@thechurchdownthestreet.com.

We love our ilovemykitty07211982@gmail.com. Using first names for staff is more professional and easier to remember.

Why does my church need a website?

Reason #8 – Gives your church a voice

Share what's important with others.

Establishes your church in your community.

It also gives you a place where you can share the voice of your church without argument.

Why does my church need a website?

Reason #9 – Website are not just local. They are global.

Typically, small churches are only able to market to their town and surrounding communities.

With a website, you can take your message and ministry across America and around the world.

The Arizona example.

Why does my church need a website?

Reason #10 – Donations and Volunteers.

Have a donate page. Why not? Does anyone under 40 carry cash or write a check today? Provide a vehicle to give.

Have an event volunteer page. Sign-up list. What skills are needed and positions to fill.

How much will a website cost?

How much will a website cost?

Great question! How much does a car cost?

Think in terms of time. Yours and/or a web designer.

Site structure takes about 50% of the time with content the next 50%.

How much will a website cost?

Discovery. What do we want to communicate? Baseline for the bells and whistles for the site.

Site theme (the look and feel). Logo. Pictures. Colors.

What will the pages say? Pictures. Site logo. Event management. Video content? Audio content? SEO!

How much will a website cost?

Think in phases.

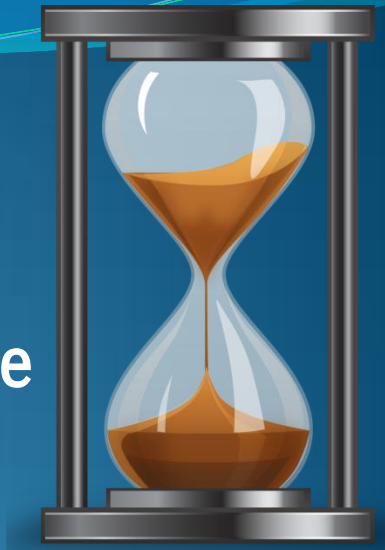
A simple, general information site can be created in 40 hours. The first 20 are the most difficult (getting all of the stuff!).

Who is the owner and who administers? Establish day 1!

Expand site as needs of communications grow. New ministries. New forms of outreach.

How to communicate.

How to communicate.



Many websites fail to communicate the essence of their website to their visitors on their homepage and lose their audience.

You have less than 15 seconds to make an impression.

Your website is often a visitor's first impression of your church. Make it count.

How to communicate.

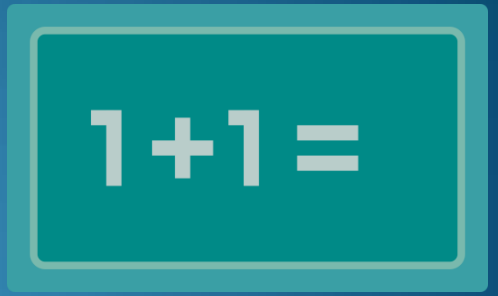
Watch your language.

You need to communicate to those who attend your church, but our goal is to reach the unchurched.

Watch terms that may not be understood.

How to communicate.

A simple and clear message that all visitors can understand. The best way to communicate your website's purpose is through a clear message on your homepage.



Less is more. Don't overload a page. Make each topic specific.

Watch the size of your graphics and pictures. To large and the page takes too long to load. Think 1 to 2 second load times or your visitor moves to the next site.

How to communicate.

Easy to navigate.

Clear and short menu at top or side of the page. Other pages should fall as a submenu to main.

Icons to key areas of the site.

Layout should be logical. All events in one area, ministries in one area, etc.

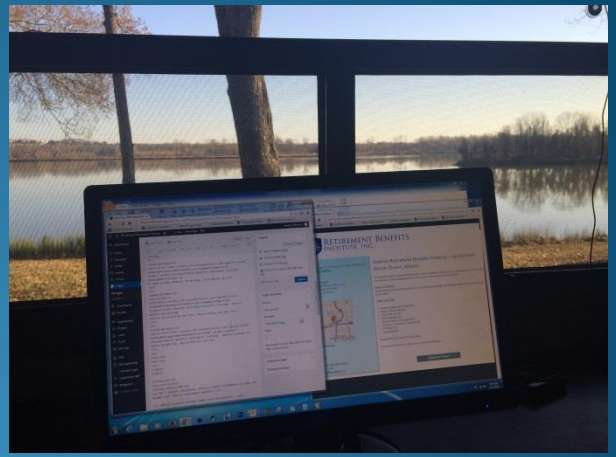
How to communicate.

Pictures and video not only make webpages easier to read, they also improve the average time a visitor spends on that page.

Pictures and videos are also a fantastic way to visually produce an emotional reaction from your website visitors.

A visitor will not read a sermon, but they will watch a video sermon.

How to communicate.



Blog, news, add something new every week. That's right, it take thought and time, but results are huge.

It's not just pages or content for the sake of adding to your site, but relevant information to help the visitor understand the life of your church or your message.

How to communicate.

Every page adds to your outreach.

Think of each page as a member of your church sharing with someone in your area.

How to communicate.

A church is rich in content opportunity. Where to obtain:

- Encourage volunteers and staff to take pictures and video at events, classes, etc.
- Ask for images and video through social media.
- A gallery of before and after pictures of an event or out reach. Use to report success of an event and promote next years.
- Pastor's or teachers recent experience. Speak in general terms. Leave out names.

How to communicate.

A church is rich in content opportunity. Where to obtain:

- What have you done recently?
- What is the church's next event. What happened at the last event?
- What are church goals? What can people do to help you reach that goal?
- Was there a story in the news that impacted you?
- Did one of your or someone in the church do something noteworthy?

How to communicate.

A church is rich in content opportunity. Where to obtain:

- Did someone the church helped to do something great?
- A testimonial from someone whose life was improved.
- A church member spotlight to highlight the life in the church and on going programs or outreach.

SEO
Search Engine Optimization

Search Engine Optimization

Snippet editor

Snippet preview

Girls Ministries - Parkway Assembly
parkwayassembly.com/**girls-ministries**/
This church-based discipleship program has a legacy of godly women coming alongside girls, guiding them on a path to become mature and godly women.

Edit snippet

SEO title

%%title%% %%page%% %%sep%% %%sitename%%

Slug

girls-ministries

Meta description

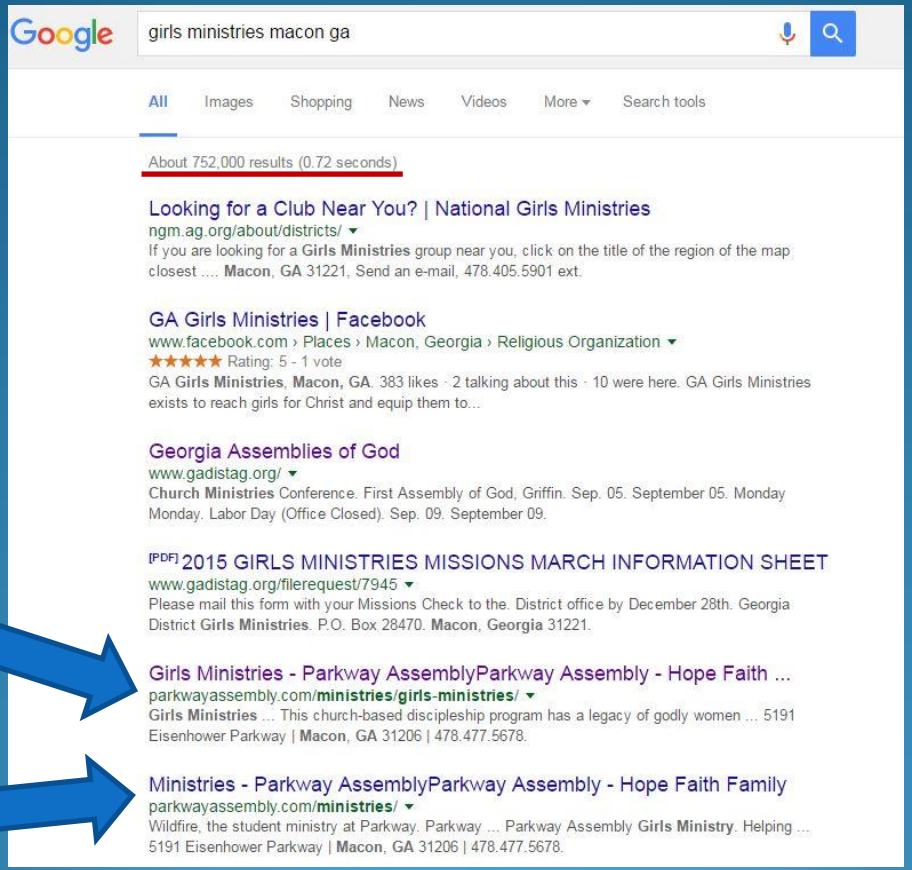
This church-based discipleship program has a legacy of godly women coming alongside girls, guiding them on a path to become mature and godly women.

Close snippet editor

Focus keyword

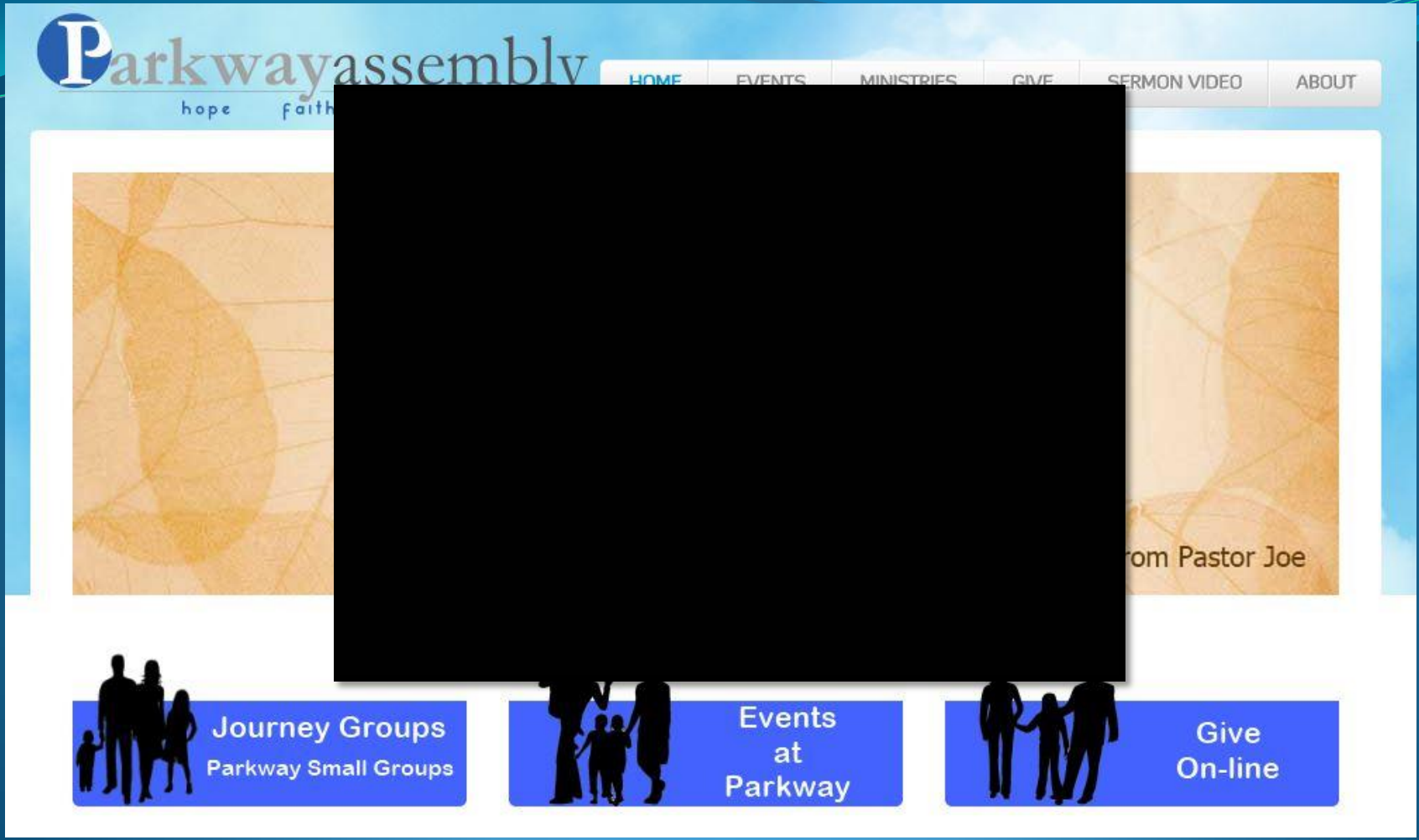
girls ministries

Search Engine Optimization



EXAMPLES

Parkwayassembly
hope faith family
HOME
EVENTS
MINISTRIES
GIVE
SERMON VIDEO
ABOUT
New?
START
HERE
>Welcome from Pastor Joe
Journey Groups
Parkway Small Groups
Events
at
Parkway
Give
On-line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Parkwayassembly
hope faith family
HOME
EVENTS
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GIVE
SERMON VIDEO
ABOUT
Current Events At Parkway
<< Aug 2016 >>
Mon Tue Wed Thu Fri Sat Sun
1 2
3
• Wednesday Night Family Dinner – 6:00 pm – 7:00 pm
• Journey Groups, Student Ministry, Girls Ministry, Royal Rangers – 7:00 pm – 8:00 pm
4 5
6
• Parkway Kids Back to School Party – 1:30 pm – 3:00 pm
7
• Connection Classes – 10:00 am – 10:45 am
• Morning Worship – 11:00 am – 12:00 pm
• Evening Worship – 6:30 pm – 7:30 pm
8 9
10
• Wednesday Night Family Dinner – 6:00 pm – 7:00 pm
• Journey Groups, Student Ministry, Girls Ministry, Royal Rangers – 7:00 pm – 8:00 pm
11 12
13
• Wildfire Students Ministry Back to School Party – 2:00 pm – 5:00 pm
14
• Connection Classes – 10:00 am – 10:45 am
• Morning Worship – 11:00 am – 12:00 pm
• Evening Worship – 6:30 pm – 7:30 pm
17
• Wednesday Night Family Dinner – 6:00 pm –
21
• Connection Classes – 10:00 am – 10:45 am

Parkwayassembly

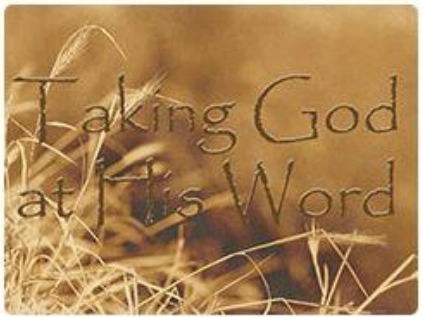
hope faith family

HOME | EVENTS | MINISTRIES | GIVE | SERMON VIDEO | ABOUT

Parkway Assembly Sermon Videos

Sermon Video

Welcome to the Parkway Assembly Online Sermon Video Archive. The videos are the latest sermons by Pastor Joe E. Williams, Jr. and guest speakers. Our goal is to share the love of God and the good news of Jesus Christ. Our prayer is that each sermon minsters to you and enriches your life. We hope you will have the opportunity to visit Parkway Assembly and attend a service. For more information about Parkway Assembly, visit our ABOUT page.



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