**Principles of Church Website Design**

1. Make **basic information** obvious (address [map], phone, worship times, pastor’s name).
2. Use **photos and graphics**.
3. Focus on your strengths. This is not just information. Make it **inviting**.
4. Have the website be part of the **overall communication plan**. The website goes hand-in-hand with, and complements, other communication tools (Sunday bulletin, newsletter, bulletin boards, Facebook, etc.).
5. Keep in mind the website is both for your **members** and for **potential visitors** and **new people**.
6. Do use **Facebook**. Facebook and your website complement one another.
7. Work to keep it **up-to-date**.
* *Goal:* Website is up-to-date.
* *Small sin:* Website is *not* up-to-date. For example, the time of the Christmas Eve service is not posted on the website.
* *Large sin:* Website is *out*-of-date. For example, the time of last year’s Christmas Eve service is posted on the website.
1. Have a plan for **removing information** (to avoid the large sin).
2. **Organize the website** for people that are new (checking out your church). Make it easy to navigate.
3. Make the website ***responsive***. This means it is viewable well on tablets and phones. Most are, but check it out.

**Top 6 Reasons for Having a Church Website**

1. 80% of new visitors head to a church’s website before stepping into its building. A website can help get new people to come to your church.
2. 64% of churchgoers say that their church website encourages them to participate in church. A website can help get members more involved.
3. In the 21st Century, people rely on the Internet (often their *phones*) for much of their information.
4. In the 21st Century, multiple forms of communication are needed. (Not everyone reads the church newsletter anymore.)
5. The website is always available, 24-7, via the Internet.
6. It can provide more complete information than can fit in the Sunday bulletin or newsletter.