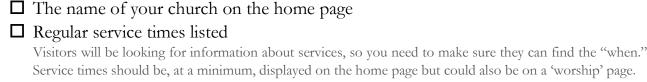# Church Website Checklist

A guide for all in our District

We currently have 92 websites in our District – no matter what
your context this checklist will hopefully help improve yours.

The Basics:

☐ The name of your church on the home page

☐ Regular service times listed
Visitors will be looking for information about services, so you need to make sure they can find the "when."
Service times should be, at a minimum, displayed on the home page but could also be on a 'worship' page.

☐ Church location (address & postcode)
Will a visitor be able to find your church? If your address isn't prominently visible on your website, then they
might not. A simple way to make it available on every page, is to have it in the header or footer.

☐ Directions to the church (or Google Maps)
Beyond listing your address, it's important to have a page to help visitors find you: "Directions", "Find Us",
or "Where We Are". Include directions & picture of the church. Consider embedding Google Maps.

☐ Contact details (phone number & email address)
Where you've listed your address, in your header or footer, also add your contact details: email & phone.

☐ A 'Contact' page
Beyond listing your phone and email, it's important to have a dedicated contact page: "Contact Us", "Get in
Touch", or "Got a Question?" – this page should have a message to encourage visitors to get in touch.

Methodist Identity:

☐ The Methodist Logo (or Orb) on the home page
The Methodist Church logo is branding which identifies us to visitors as a denomination. It ties us all together,
represents us as a Church, and increases public awareness. It allows visitors to quickly recognise us and
presents an online consistency across our churches.

☐ Link to The Methodist Church website: www.methodist.org.uk

☐ Yorkshire North & East District logo
This and the Methodist Logo can be downloaded from our District website - Digital Resources page.

☐ Link to our District website: www.yorkshirenemethodist.org

☐ Your Circuit or Church logo (if you have one)

☐ Link to your local Circuit website (if they have one)

☐ Bonus: website is linked from the Methodist "Find a Church map"
www.methodist.org.uk/about-us/connect/find-a-church-map

The Methodist Church

Navigation and Content:

☐ Simple working menu

Is your main menu listed along the top or down the left-hand side of the website? Simple navigation is key for a good 'user-friendly' website. It's usually recommended to have no more than 7 main options.

☐ Quick Info / Quick Links in the footer

☐ Info about Church staff & Minister

☐ Mission statement or "What We Believe" page

Are we sharing our faith online?

☐ A "What to expect on Sundays?" page (or similar)

Visitor info on dress code, service length, Sunday school, parking, expectations, when to arrive, etc.

Design:

☐ Compelling first impression

It takes visitors to your website just 0.05 seconds to decide if they will stay or leave. That's why you need a convincing first impression – you only get one shot. Maybe a beautiful header image, or intriguing text…

☐ A Picture on your website home page

☐ Church building is not the most prominent photo

'Church' is the people, not the building. The point of images on your website is to give a glimpse into your community - pictures from worship help people know what to expect. The most important thing about pictures is that they should be authentic. (be aware of GDPR / safeguarding with photos of people)

☐ Text is readable (large size and clear font)

No long paragraphs of text. Break things up with space or images.

☐ A video on your website

Share videos already in circulation, such as: 'Our Calling' video, videos by the President/VP of Conference, videos from 3Generate, videos by our District, Christian talks / music videos. You don't have to create your own content (although if you can, go for it!)

☐ Website has a Favicon

A favicon, short for 'favourite icon', is a small image displayed in the web browser's address bar.

Ease of Use:

☐ No church 'jargon' (use plain English)

Confusing words to non-church goers (without explanation): Communion, Synod, Connexion, Circuit, Ecumenical, Presbyter, Deacon, fellowship, Superintendent, eucharistic, Church Council, Covenant etc.

☐ Links to your Social Media (if you have any)

☐ Responsive website design (i.e. mobile friendly)

Many will view the website on a mobile device so it's important to provide an optimum experience for all

☐ Check all links work

Advanced:

☐ Online giving or donation button

☐ Welcome video by your Minister / Superintendent

☐ Secure website connection (HTTPS / SSL)

☐ Provide a free local resource on your website (a 'Lead Magnet')

Something that will attract people to your website such as: a guide to your local area or local churches / guide to local events / info for people who have recently moved into the area / devotionals or prayer resources / Marriage workbook etc.