



CHURCH WEBSITE CHECKLIST

We have over 90 websites in our District – no matter what your context this checklist will help improve yours.

The Basics:

- ☐ Name of your church
- ☐ Regular service times

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.

- ☐ Who has the log-in details?

Make sure at least two people in church have access to the website and preferably keep details with the circuit as well. There are many cases of churches locked out of their website as only one person had the details.

- ☐ The Methodist Logo (or Orb)

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

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.

- ☐ Info about church staff or Minister

- ☐ A “What to expect on Sundays?” page (or similar)

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

- ☐ Event Calendar – or signpost your weekly groups (online & in-person)

Small groups, bible studies, coffee mornings, youth groups etc.

- ☐ Provide details (or share stories) of your community outreach

Food banks, Warm Spaces, lunch clubs, play groups etc.

- ☐ Provide details (or share stories) of your online ministry

Zoom groups, online prayers, social media links, Facebook Live schedule 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

No long paragraphs of text. Break things up with space or images. Use a large and clear font.

☐ 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 or videos by our District. You don't have to create your own content (although if you can, go for it!) – maybe have a welcome video from your minister or superintendent.

Ease of Use:

☐ Avoid church 'jargon'

Use plain English and avoid confusing words to non-church goers (without explanation): Communion, Synod, Connexion, Circuit, Ecumenical, Presbyterian, Deacon, fellowship, Superintendent, 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

☐ 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've moved into the area / prayer resources / Marriage info etc.

☐ Read the additional resource: [Guide to using church websites for evangelism](#)