

MINISTRY MARKETING

WEBSITE CONSULTING & DESIGN
SERVICES PROVIDED BY WIDE WEB ADVISOR



WHATEVER YOU DO, WORK HEARTILY, AS FOR THE LORD AND NOT FOR MEN,

RESEARCH. CONSULTING
DESIGN. MANAGEMENT

WEBSITE
CONSULTING
& DESIGN SERVICES

The purpose of a church website

The main purpose of a church website is to inspire new visitors. We'll cover the key points that every church website needs to engage new visitors and inspire them to learn more.

When people want to find a new church, one of the first places they look is local church websites. They want to explore the churches around them before they ever set foot in one. And when your members want to learn more about something your church is doing, or get more connected, they head to your website, too.

Fact: 40% of people abandon a website that takes more than 3 seconds to load.

Fact: Google penalizes websites that are not mobile friendly.

Fact: 93% of online experiences begin with a search engine* It is the #1 reason people choose to visit a website, beating social media by more than 300%

*Our [SEO services](#) and [Google Ads Grant](#) management services can help your site rank at the top of page 1 in Google searches.

Don't neglect your members

Your church website needs to be a hub for both new people who have never been to your church and members who have been with you for years. If you want new people to choose your church and you want to serve your members, there are a lot of pages, information, and types of content your church website simply has to have.

Whether you're creating a brand-new website or you want to improve the one you have, here are 10 things that every church website must have:

10 items every church website needs

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1. SSL Certificate. This establishes that you are a secure site.
2. High-quality photos of your church, members, and activities
3. Location and times prominently displayed
4. A New Here page
5. Kids Page
6. Community page (news, blog, etc.)
7. Call to action (plan your visit, connect)
8. Online giving
9. Responsive on all devices
10. SEO friendly. Page title, descriptions and use of keywords.

Proper web development is critical for the security of your site. When you work with us either as web consultants or as your web designer, you'll end up with a great design that reflects your church, well-written content with keywords chosen to help search engines to improve your ranking.

Going digital in a digital world.

In this digital age, it's critical that churches use the digital platforms their communities are using and use those channels well. If not you risk stunting your growth by not meeting people where they are.

Some of the factors that keep our clients coming back time after time is our ability to develop messaging and select graphics for their website that connects emotionally with their audience. Beyond the website, we offer digital marketing services to ensure that your church's brand message continues to reach minds, touch hearts, and encourage people to visit your church. The rest is up to you.

We are goal oriented

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Our process focuses first on:

- _goals
- _results
- _values
- _content

These pieces shape the way we approach design decisions. We like to refer to this as the Goal-Oriented Church Website Design Process.

"Our goal-oriented church website design process takes your values, content, and design and then fuses them together to achieve ministry goals."

Seek and ye shall find...

We'll help you create a site that welcomes new visitors and helps them find whatever they're looking for—service times, kids programs, etc.

Your new website will provide a clear mission of the church, encourage first-time guests and visitors to take the next steps, and act as a central hub where church members can connect, all while being encouraged to move forward in Christ.

New Visitors – can find pertinent information regarding different types of services, classes, ministries available, and opportunities to serve. □

New visitors are guided along and know exactly what to expect so that no big surprises are encountered.

Kids thru Young Adults - We'll help you make it easy for families with kids and youth to get involved with information on classes for kids.

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Focus – We can help you focus on connecting with church visitors and people that are not only new to your church, but new to Jesus. This will ensure that you are providing an inviting and seeker-friendly experience for a wide range of people. .

Connecting with the unchurched – We'll help you create an experience that's authentic so that unchurched people are compelled to engage. We'll make sure that the way people navigate through your website is "user-friendly," We'll help you to enthusiastically welcome new visitors by providing a clear call to action with relevant information and several opportunities for visitors to connect

News/blog– Develop an in-depth portal for members and friends of your church to engage with the life and mission of the church through learning and connecting. The contents found on your news/blog page provide a clear pathway for those interested in learning more about your Church.

On-Page optimization - From title tags to keyword density, and meta-descriptions. we'll make sure your site's ready for the major search engines to find you.

Creation of a content – Once we know what content you currently have, we will make recommendations for edits and add or reduce content as necessary.

The bottom line – You'll walk away with a professional, inviting, and engaging website that provides clear information on what visitors can expect when attending your church, and how they can become involved

Consulting & Design fees

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Consulting and Design by the Hour

500.00	4-Hours
900.00	8-hours - Additional hours billed @ \$100 hr.
Per Quote	Template Design or Custom Design