

What should go on the website?

It can be hard to know what to put on a church website, and the exact content will depend on what the site is for. As a bare minimum, the site should have:

- Church name & address
- A phone number for the church office
- An email address so that people can contact you
- A welcome message to say that visitors are welcome to come to services
- Times of Sunday services

If you have more than one page on your site, then the things above should be on the front page, or very easy to find from there. This is the kind of information that people who don't know the church will want to see, so they need to be able to find it quickly. If they can't, they may go somewhere else.

You can also add:

- **News items** – have a 'news feed' which gives recent news from the church. This shows visitors that you are active, and it allows you to get information out to the congregation quickly. It will have to be kept updated, though, so only do it if you know you'll have the manpower to keep it up-to-date.
- **Upcoming events** – a good way to invite people along.
- **Photos** – it's good to have photos of church life, so that visitors can get a feel for what goes on there. See the section on 'Precautions' below to see what you can add.
- **Who's Who** – let people see who does what in the church. This is helpful for members of the congregation who need to approach someone but don't know who to talk to. Include photos as well – otherwise it can feel exclusive to outsiders, who may have been told to 'contact Mary' without having a clue who she is!
- **Activities** – include details of things that go on, including times and places and a brief description, especially if it's not obvious from the name. Larger churches and those with a lot of activities may want to have a separate page for each activity.
- **Location map** and a photo of the church – if people are coming for a christening, wedding or other event in the church, they may be travelling some distance, so it's helpful to have a map to show where the church is, and a photo of the church so that they know what they're looking for. Google Maps is a useful way to create a map for your site.
- **Links to other sites** – for example, other churches in your circuit, useful resources and so on. Remember that it's better to have a short list of relevant sites than a long list of irrelevant ones.