Title: Church Websites 101: Easy. Not Simple
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Summary: *Point. Click, Type, Click. Drag, Drop. Share.* Take a fresh look at your website - it easy, but it ain't simple! The number of easy-to-use site building and pu the task of building and maintaining a good website is not getting any si

The concepts are easily learned and, with proper discipline, you can hav website for your church.

I remember when 'point and click' referred to a new generation masses. With these new cameras, everyone could easily take pictures an moments we cherished. No need to focus, no need to adjust for exposure point, then click.

This new generation of cameras certainly did increase the number of pict and printed. But, those Instamatic cameras didn't produce a new ge where everyone had the same vision. Ansel Adams, Gisele 'Edward Weston or Henri Cartier Bresson.

It's not the tools, however, that are the problem. It is our human te don't read instructions until we get stuck, we don't ask for dire we don't ask for help until we are almost helpless. It doesn't h set of new lenses for viewing your current website (or lack of a website building).

Easy fixes

Most of the important things are simple. What you learned The school apply, but in a slightly different way - What do you have to say? Who do you wa they listen? Where are they going to be? When will they be listening?

Location and contact information on every page (top and bottom)
Remove outdated content
Add current information
Pictures are worth 1,000 words, but are no substitute
Get rid of jargon

Should be easy fixes, but...

These fall into a few categories - some are content related (authoring st
related (tech stuff).

Unique page titles for every page
Unique and relevant page description for every page (meta description)
Images need text alternatives
Images should have meaningful names
Links should look like links and nothing else should
'www' or not, your visitors should end up at the same place
All content should be browsable - PDFs are for printing
Faster page loads (especially important for mobile)

Set goals

If you don't know where you're going, you'll never get lost
of new places. We're coming up on the new year - a time when every
Some people. A few people, at least) makes resolutions, or goals, or a w
sounds something like "This year, I'm going to lose 3 pounds." Real
outcome, not a goal. A proper goal would be "This year, I will exercise f
week." Or,"This year, I will eat less processed foods and more fresh frui
(substitute goals relevant to your ministry and its online presence)

More website visits and visitors are not proper goals
Every page should have a purpose (What Next?)
What will you do?
What are the (possible) desired outcomes? More 1st time visits, more re
frequency, longer time on site, more pages visited, more visits to a spe
(search, direct, referral), more 'Likes', more 'Shares'
bookmarks, more back links, faster page loads

Identify strategy

Strategies uniquely position a person or an organisation in a more specific co
about identity than anything else. It is also about knowing what factors t
have an impact on you and your church.

Mission, Tools, Content, Voice, Tribe, Commitment
Variety, needs, access

Choose your weapons

After you've chosen and developed a web strategy that fits with you
you'll need to decide how you'll channel your message. The tro

worse than cable and satellite television combined - there are more chan
watch. Pick a few - a website, a Facebook page and YouTube, if you have
trying to reach and where you'll reach them.

Content types: text, photos, videos, audio
Social Media: Twitter, Facebook, YouTube
Website: platform (content management system)

Plan and Execute

Now the rubber hits the road. No website builds itself. No Facebook page
100s of fans without some effort. Your resources may not be readily avai
haven't even brought this up until now. If you start with 'what o
be like the disciples who didn't believe 5 loaves and 2 fish could fe

Resources: People, Time, Money
Schedule - deadlines and frequency
Benchmarks

Lather, Rinse, Repeat

This is a process, not an event. Establish a schedule for reviewing these
Evaluate what has worked and what hasn't. Refine your goals, streto

We'll be diving into each of these sections in upcoming articles, but
me a note -