

**Title: We Have a Web Site - Now What?**

**Subtitle: Web Strategies**

**Second Subtitle: #0 How To - What To - Why To**

Author: SKenow

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Summary: There are numerous web sites devoted to the technical, design aspects of web sites, but few help you with the editorial aspect (content), discussion about what (and what not) to put on your church's web site.

As you may have discovered, there are a lot of web sites devoted to web development, web site technologies and web site optimization. But, there are web sites devoted to web site content - what to put on a web site. This is not too surprising - and there are no black and white, hard and fast rules.

A quick survey of how-to sites will provide you with a complete lexicon of terms. Terms like 'meta descriptions', 'w3c compliance', 'valid css and xhtml', 'title tags' are tossed around quite readily. If we look at these terms and have a fair idea about what we should put on our sites. As we dig a bit deeper, we connect with the reason we have web sites in the first place - to connect with people and solve their problems.

People don't visit the Internet, despite the fact they use browsers to view online content. They visit your web site because they are trying to fill a need, or solve a problem. Your web site is also based on need - the needs of the people you hope to reach. When you launch your first web page, you should be able to clearly state your mission statement for your web site that is in line with the mission statement for your organization. The goal of Christian XOOPS Resources is to provide a resource for Christian web masters. In that statement, I have identified who will visit this site, what they will find, and the why is to educate, enable, empower, equip and encourage other Christians. The mission statement is: *to provide a resource for Christian web masters, to educate, enable, empower, equip and encourage other Christians, to grow in faith, and carry on his work.*