Title: Does Your Church Website Measure Up?
Subtitle: Web Strategies
Second Subtitle: #0 The Makings of a Good Church Website

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Summary: This isn't a Top 10 list, or about comparing your site to anothe
any kind of website. It's about applying some basic principles to your we
your ministry online and connect with people. Point-and-click and drag-a
systems make make things seem easier, but that doesn't always (in fact,
websites better. In this article, I survey the sites listed in our site show
you.

I started working **What makes a good church website?** and found millions of search res
that only raised more questions and didn't answer the first. Websites bri
aesthetic, form and function, art and science. That's what I find so intrig
same way that Ansel Adams used a scientific approach to photography to
results, a web steward must master their craft to produce an effective we
set some specific goals in order to measure your effectiveness.

As I began to analyze the sites in our **Sites Showcase** patterns began to emerge that chur
web stewards need to address. Most are quite easily done, others will re
discussion with your ministry leaders, and none are beyond the reach of
As a final preface to the results of the analysis, no sites are singled out
that's not the point. Nor is the point to lift up a web site over the minist
will only be shared in aggregate to serve as benchmarks and points of di
and ministry teams. I'll also be focusing on dimensions of your web sites
they either do,or do not, meet the criteria. It's rather cut-and-dried, eve
seem to have degrees of complexity. The goal is to get you to look at you
new eyes and begin to understand what goes on behind the scenes to ma