Title: Building an Effective Ministry Web Site
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Second Subtitle: #0 Part 1: The Technology Basics

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Summary: Millions of people are on the Internet every day - how do you g
your site? Here are some easy to follow guidelines for building your site
looking at the URL, the title and the description of each page.

People visit web sites for many different reasons and they find them in m
engines are scanning web pages and indexing them to make it easier for
interest to them. Other web masters are providing links to other web site
interest to theirs. People visit web sites because of the content they pro
that with attracting visitors to a building in a specific location. What dra
What tells them what is inside before they go in for the first time? How c
people about what they will find on our web sites before they visit for th

We will start with the non-technical answers to some of those questions.
site need to complement each other, so we identify the key aspects of yo
has a name - something that identifies you. You also have a location and
location. And, you have a group of people that gathers there. Keep all of
through this discussion.

Getting found on the Internet relies on knowing how people look for thing
people use search engines and keywords to help them search. Searchers
categories - one group is looking specifically for you because they alrea
you and the other group is looking for something you offer without knowi
church, the first group will most likely search using the name of your chu
do a more generic search - location +church. If the person searching is a
walk, they may even include a denomination (Lutheran, Catholic, Baptist,
their search terms. So, this means you want to show up in the search eng
for searches that include:

  Your church name
  Your church location (city)
  Your church's denomination
  'Church' or 'churches' as one of the search terms

I suggest you conduct some searches using various combinations of the a

see what results you get. If you already have a web site, see where your
Doing so will give you an idea of some of the sites that have clearly defi
search terms. Study them and see what they have done to earn them thos
though, this is not a competition between churches. If a seeker connects
of searching online, isn't that what really matters?

So, how do we translate attributes of your church or ministry to online se
that page of search results - what do you see? Each result has 3 parts -
the link, or URL, of the page for the result. The first and third items are
page. The title is the page title that displays at the top of the browser w
URL shows in the address bar of your browser. The excerpt usually come
assigned to the page you are viewing and is only visible to the search er
people. Now look closely at each of those 3 parts - which ones contain th
could be all 3, or it could be none of them, or just some of them. The alg
engines are quite complex so people don't manipulate them to the disadv
means we can only do our best to tailor our site and make it easier for p
find us.