

Website checklist

Step 1: Answer the question “Who are these people?”

- Brief summary about the church
- Beliefs and associations (such as a denomination or sending church) if any
 - History of your church/association
 - A small blurb saying you are unaffiliated with the unification church, Mormon church, and Jehovah’s Witnesses
- Detailed pastor/staff profiles with high quality photo
 - Birthplace
 - Academic record (schools graduated and dates),
 - hobbies
 - family

Step 2: Answer the question: am I able/qualified to participate?

- Service time(s)
- What attendees can expect
 - What time people typically show up
 - Rough idea of what happens during a service
 - Lets Buddhist and non-religious people are welcome to visit
 - States that you don’t have to be a member to attend
- Access (how to get to the church)
 - Maps
 - Address
 - Parking (if any) and directions
 - Public transit directions (which station or bus stop to use and many minutes’ walk it is)

- Bonus: include public transit time tables
- Information on how to participate (call ahead? Fill out a form)

Step 3: Answer the question: what do I need to prepare in advance?

- How much it costs to attend
- What to bring
- Contact page
 - Contact form
 - Phone Number (land line is preferable)
- Action step
- Social Media links
- Resources
 - Resources for the curious
 - Resources for new believers
 - Discipleship resources

Technical aspects

- Professional design
- Mobile friendly
- Uses words and terms that a typical lost person would use or understand when searching the web
- Loads in under 2 seconds
- Targeted Key words