

Defining Success for your Church Website

Tanner Moushey

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mission lab

01

Cd

CODE

Everything from simple landing pages
to experimental platforms and AI

02

Ds

DESIGN

Visual storytelling, user experience,
product design, & service design.

03

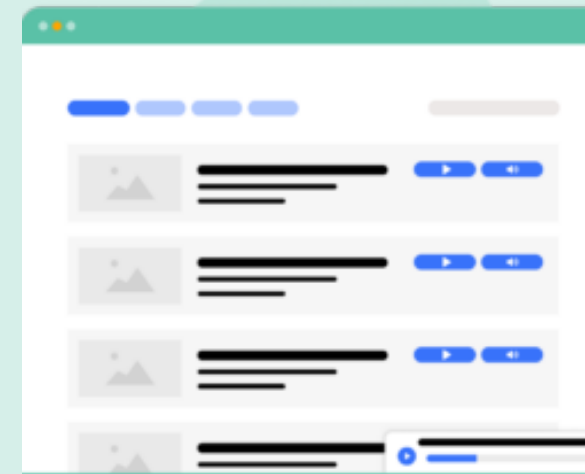
Bi

BIG IDEAS

A balance of reimagining the future &
proven best practices.



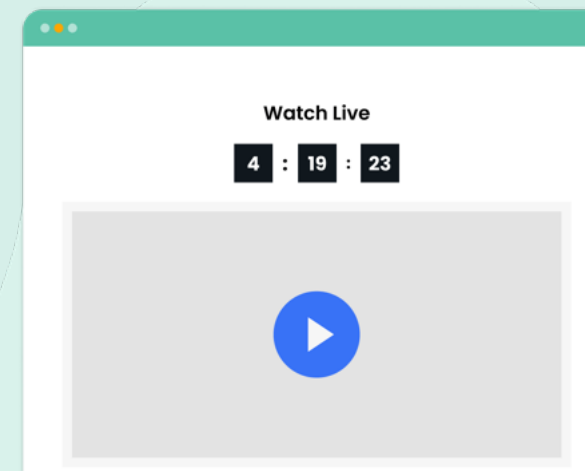
CP Sermons



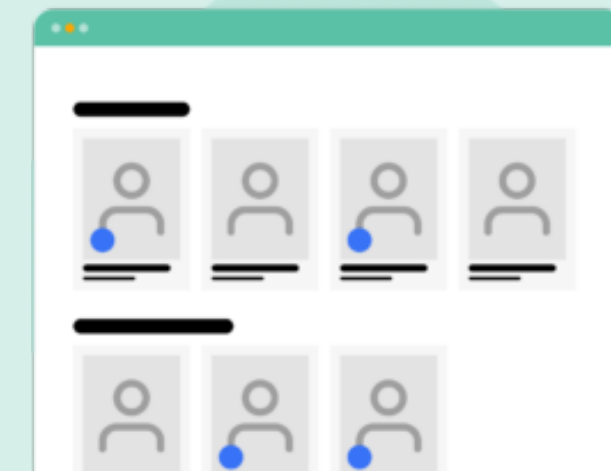
CP Groups



CP Live



CP Staff



CP Connect



All Access Pass





Your church websites should
be viewed as a powerful
ministry tool

A Successful Church Website

- Provides the right content for your people
- Removes unnecessary friction
- Measures key user interactions

Defining Success for Your Church Website

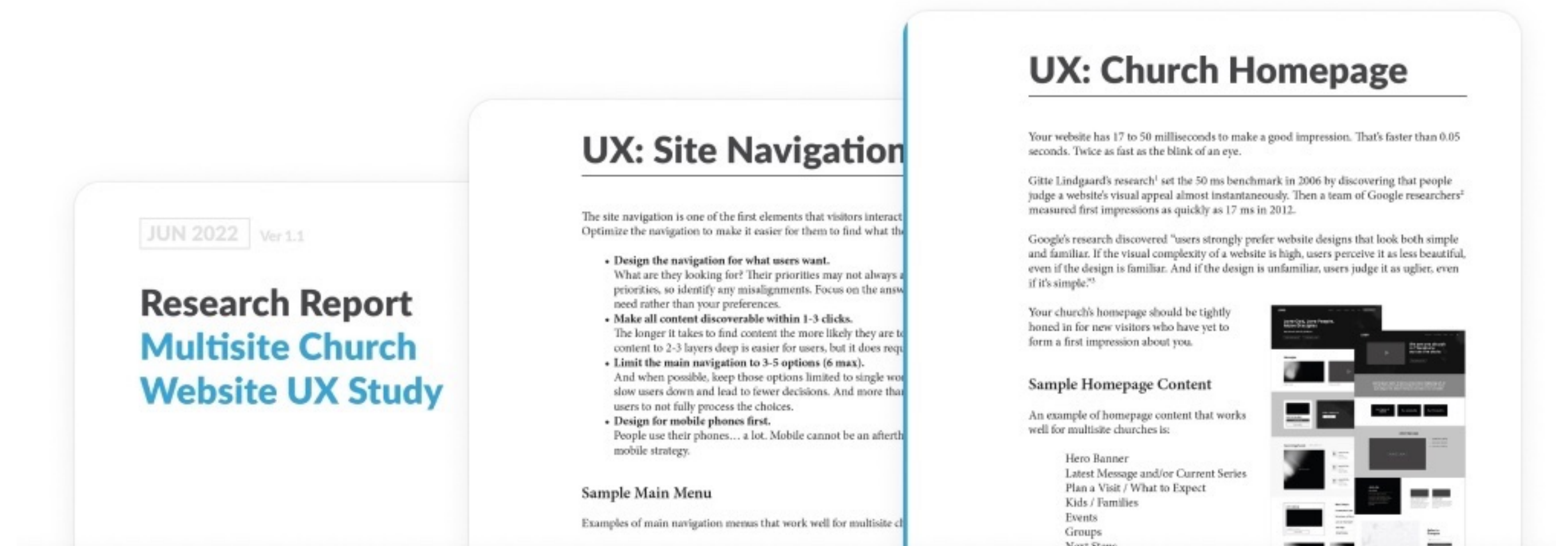
Defining Success for your Church Website

- 01 Defining Your Audience
- 02 Website Guidelines
- 03 Implementing a New Strategy



missionlab.dev/citn2023

Download the Slides



01

Defining Your Audience

Defining Success for Your Church Website

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Audiences & User Empathy

EMPATHY: putting yourself in others' shoes to understand their needs and feelings, so you can create solutions that truly help them.

“The main tenet of design thinking is empathy for the people you’re trying to design for. Leadership is exactly the same thing – building empathy for the people that you’re entrusted to help.”

— David Kelley, Founder of IDEO and Standard D. School

Want to get more traction with
your church leaders? Reframe
problems and opportunities
into human-centered stories.

Prospective Visitors



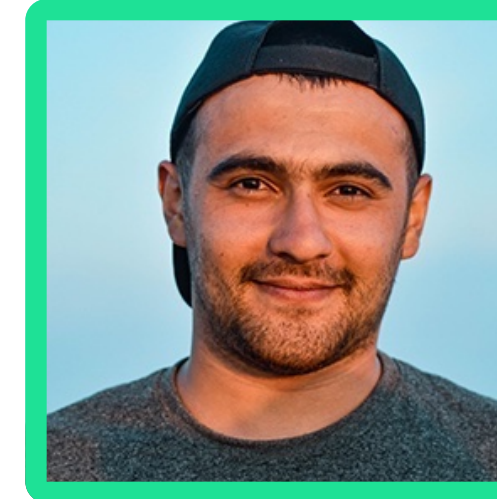
WAYLAND FAMILY

New to town with 7th-grade and 9th-grade boys.



AMANDA

Recently divorced mom with 3 young kids.



OMAR

College student drawn to Jesus, but has questions on Christianity

- ✓ Snap judgements on credibility / trustworthiness (first 0.2 to 2.6 seconds)
- ✓ Do I look like I'd belong here (scan for people like me + obvious red flags)
- ✓ Some users will want to diving deeper into info about the church, the pastor, ministries, and sermons
- ✓ Logistical checks - Verifying proximity and presence/times of key ministries (e.g. Middle School Ministry)
- ✓ Plan a visit - Reviewing visit page and making decision to visit

New & Not Yet Connected



MICHAEL AND EMILY

Mixed-race couple
interest in groups but
have young kids.



ERIN

Shy single woman
craving connection,
unsure where to start



ANGELIQUE

Retired woman looking
for renewed purpose and
meaning.

- ✓ Connect (groups, relevant ministries, service opportunities, upcoming events, etc)
- ✓ Stay Informed (Emails, texts, podcasts, social media)
- ✓ Seek help or guidance (discipleship, groups, peer groups, counseling, self-serve research)
- ✓ Grow Spiritually (listen to latest sermon, find resources on a topic, learn about baptism, start giving)
- ✓ Interested in information about membership

Engaged Regulars



JOHN & EMILY

Regulars with a new address and a rocky marriage



MITCHEL

Interested in reprioritizing serving.



ART & ERIKA

Privately grieving another miscarriage & questioning God's goodness.

- ✓ **Serve (learning where there are service needs, signing up, background checks, managing schedule)**
- ✓ **Update my data (address, family info, managing email subscriptions, register / cancel)**
- ✓ **Manage giving (Update payment info, setup recurring donation, one-time gift for special initiative)**
- ✓ **Invite (identifying people to invite, working up courage, ensuring they have a good experience)**

Staff & Volunteers

EXEC PASTOR

Loves people and controls the budget. Favors real-world over digital

VOLUNTEER LEADER

Always short on help and constantly begging for announcement space.

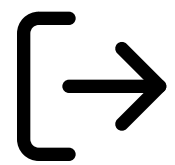
COMMS DIRECTOR

Trying to balance need for process with need to be flexible. Limited time for large web projects

- ✓ **Attempting to do great things on a limited budget**
- ✓ **Keep data updated and synced across systems**
- ✓ **Wearing lots of hats, including some that are outside of their comfort zone**
- ✓ **Need to rely on volunteers who may or may not be consistently reliable**
- ✓ **Adapting to changing or competing priorities.**

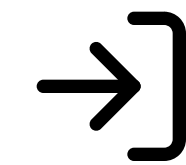
3 Types of Churches

Types of Churches



Missional Church

The church is the training ground to send its congregants out into the community for ministry.



Attractional Church

The church is the a welcoming and inviting place for ministry to happen.

Types of Churches



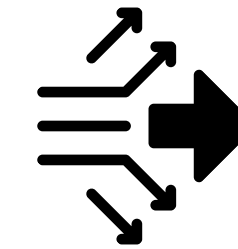
Memorial Church

This church really values its past. It's like a living history museum, with old pictures and plaques remembering the good old days and past leaders and donors.



Maintenance Church

Aims to keep things as they are, focusing on making its existing members happy and avoid major changes that could disrupt the comfort of the congregation.



Movement Church

Believes its best days are ahead, driven by a strong passion to bring God's kingdom to earth. Its members are always seeking new ways to spread their faith and embrace challenges.

02

Website Guidelines

Defining Success for Your Church Website

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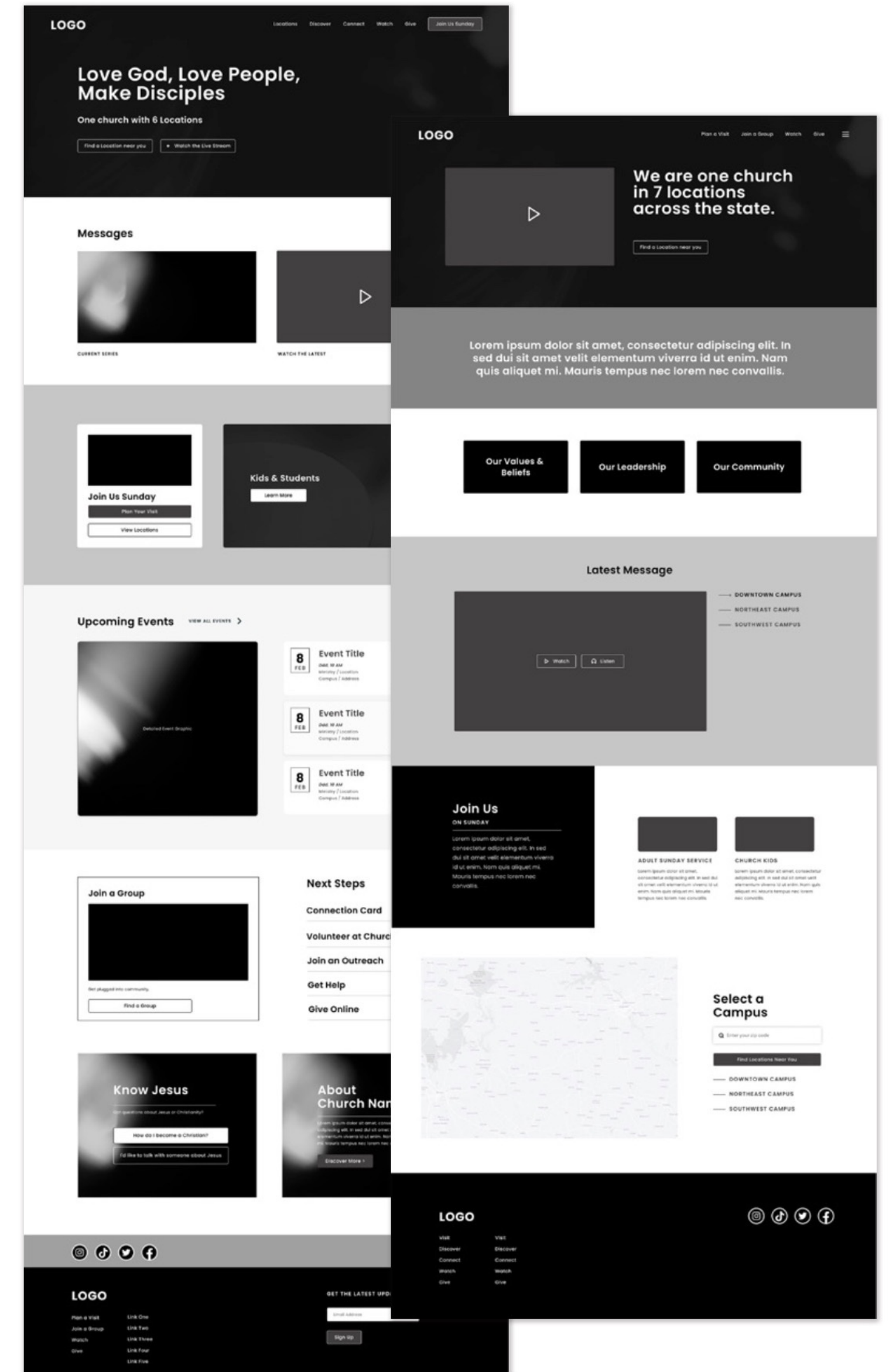
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Content Optimization

Recommended Home Page

- Hero Banner
- Latest Message and/or Current Series
- Plan a Visit / What to Expect
- Kids / Families
- Events
- Groups
- Next Steps
- Select a Campus Map
- Jesus / Altar Call
- About
- Newsletter



Especially if times vary by location or age group.

northway.org/sewickleyvalley/

Parents left to guess if their 6th grader is part of students or not.

Avoid Expectation Gaps

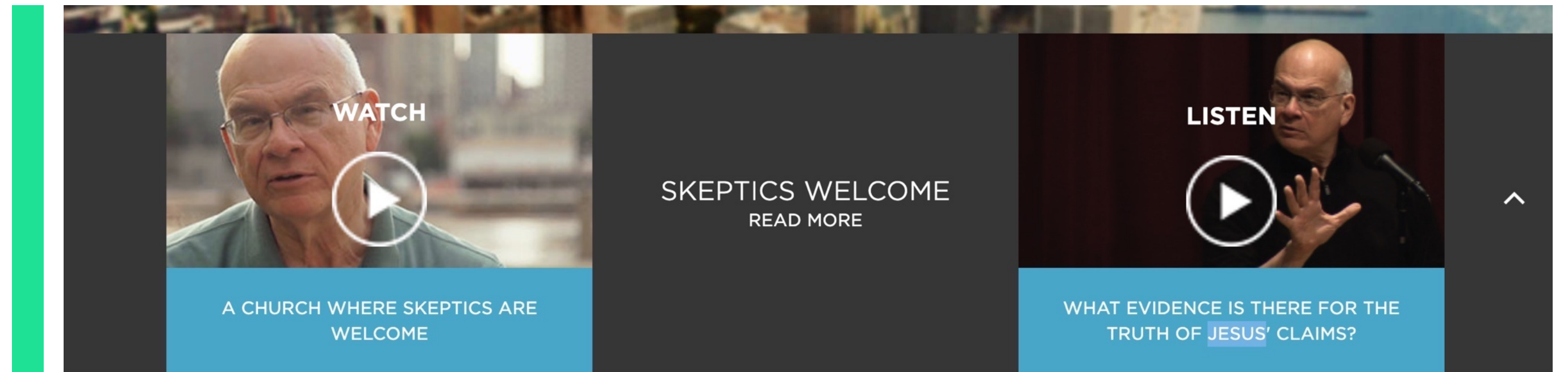
Don't use stock photos or photos of flagship location that do not reflect experience at your church



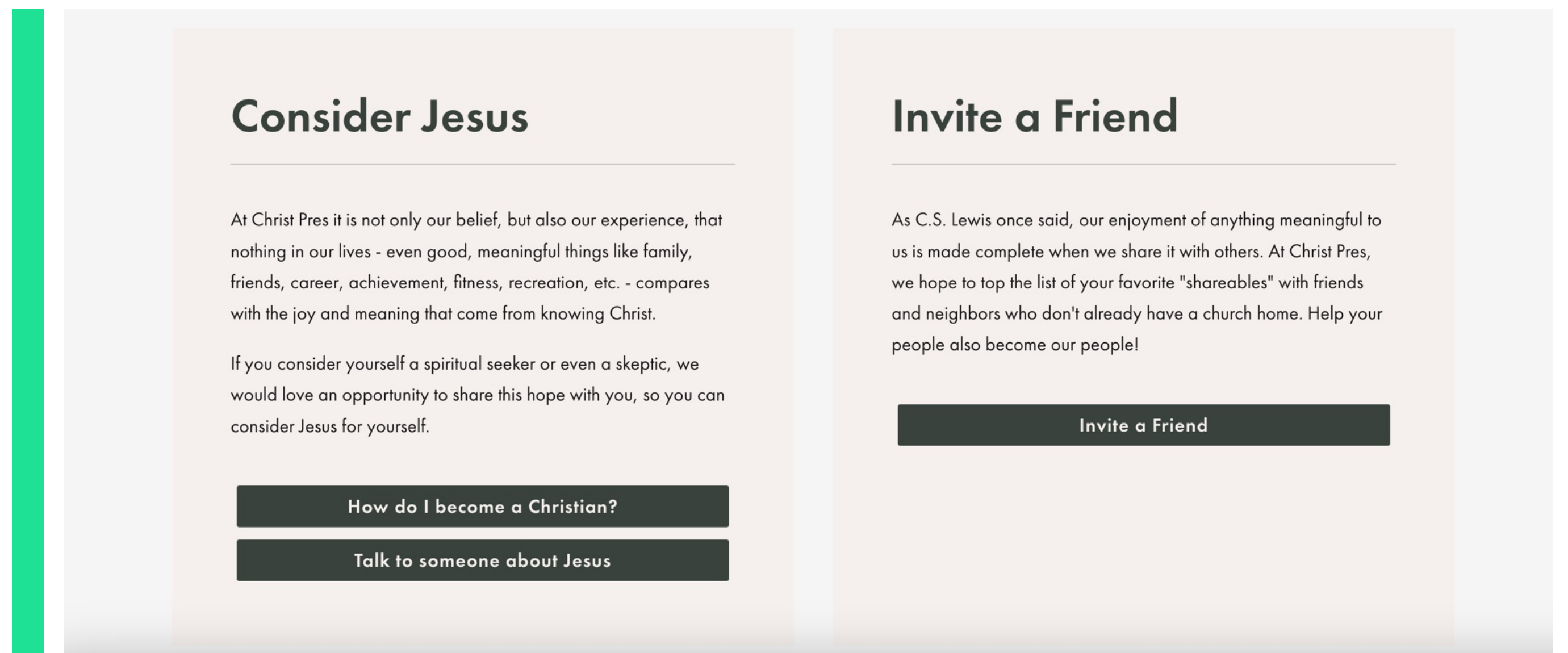
Same page used for all locations. Does not look like this at all locations

Path to Jesus on the Homepage

It is disturbing how few churches mentioned Jesus on the homepage or provide an easy path to information about Jesus or Christianity



redeemer.com



christpres.org

Play Latest Sermon (Directly from Homepage)

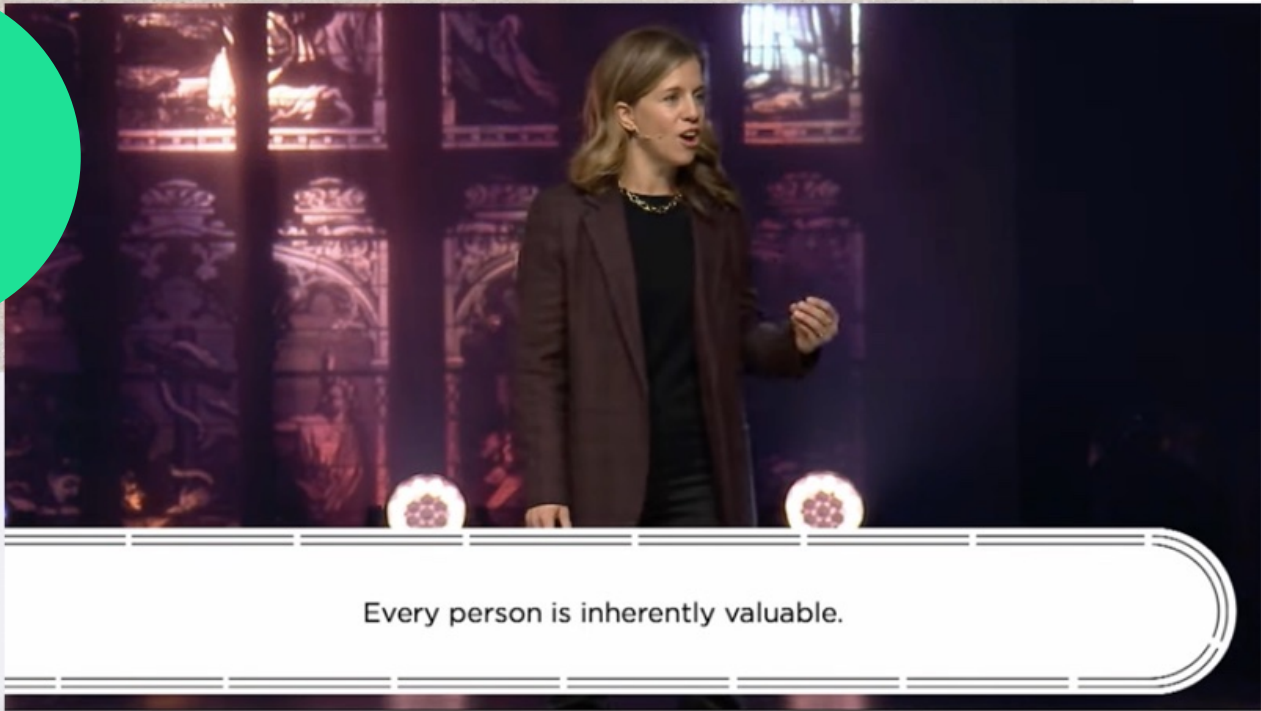
LATEST SERMON



▶ Watch 🔊 Listen

Guilty of Murder

SERMON SERIES



Every person is inherently valuable.

⏮️ NW Guilty of Murder ⏭️

05:44 -33:09

Navigation Guidelines

Navigation Dos & Don'ts

- ✓ Is main nav text clear at all times
- ✓ Main nav aligned to users needs
- ✓ Primary: Prospective visitors & New
- ✓ Secondary: Regulars & Staff
- ✓ No use insider language in menus
- ✓ Limit main nav to 5 options (6 max)
- ✓ Dropdowns - 3 to 5 sub-options (7 max)
- ✓ If super dropdown - Max of 4-5 sections

6th is ok if visually distinct



Super Dropdowns

No more than 5 categories. No more than 5-7 per category.

01

About

About Mariners

Statement of Faith

Leadership Team

Careers

Contact Us

02

Watch

Mariners Live

Messages

Mariners Kids Online

Junior High: JHM Live

High School: Upside Down

03

Get Involved

I'm New / Welcome to Mariners

Join a Group

Volunteer at Mariners

Events

Baptism

04

PLAN A VISIT

MY MARINERS

GIVE ONLINE

I BELIEVE

MULTIPLY CAMPAIGN

05

Outreach

About Outreach

Local Outreach

Global Outreach

City Outreach

Disaster Relief

06

Ministries

Worship

Women

Men

Kids

Youth

Young Adults

07

Resources

Prayer

Chaplains

Marriage

Weddings & Memorials

Mariners Cafe

Food Pantry & Thrift Store

08

Irvine

Huntington Beach

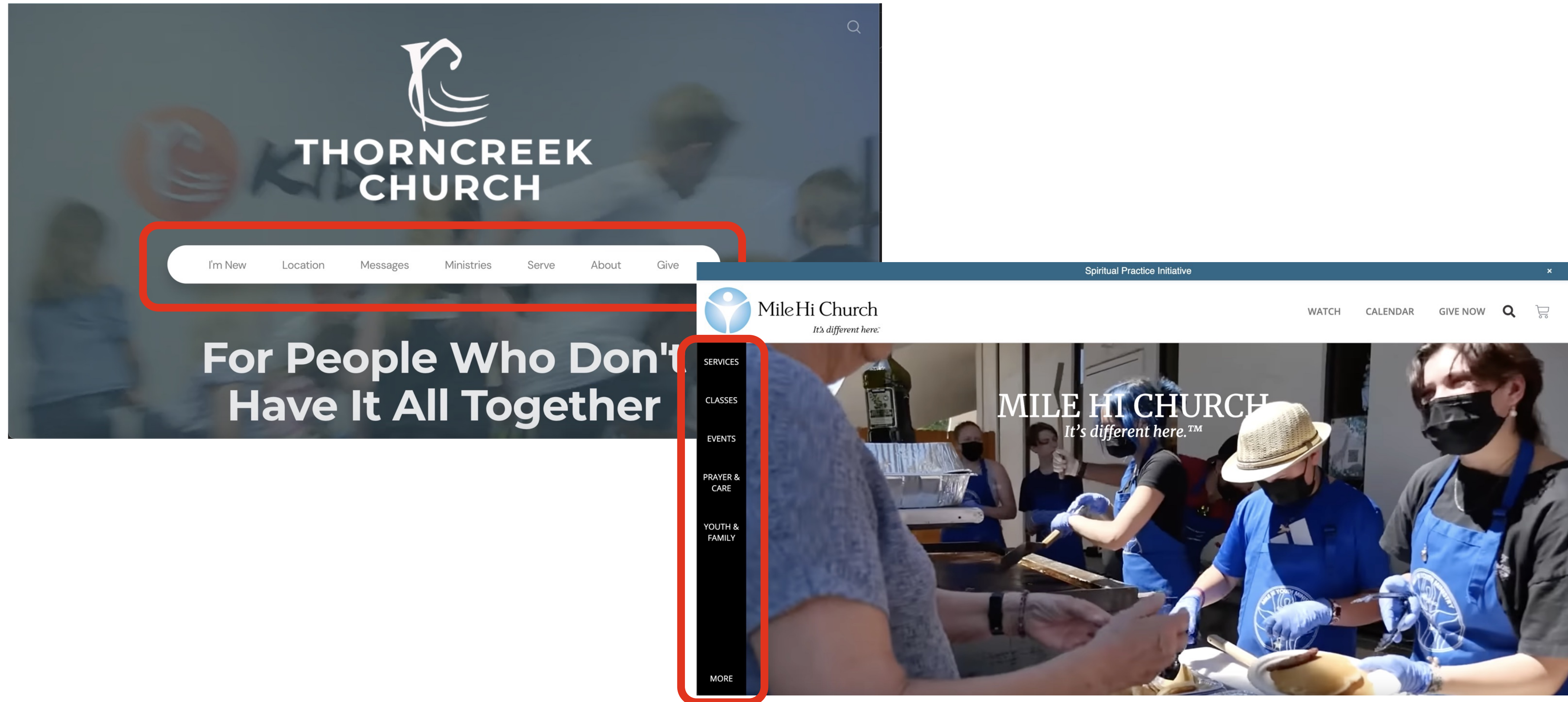
Mission Viejo

North Irvine

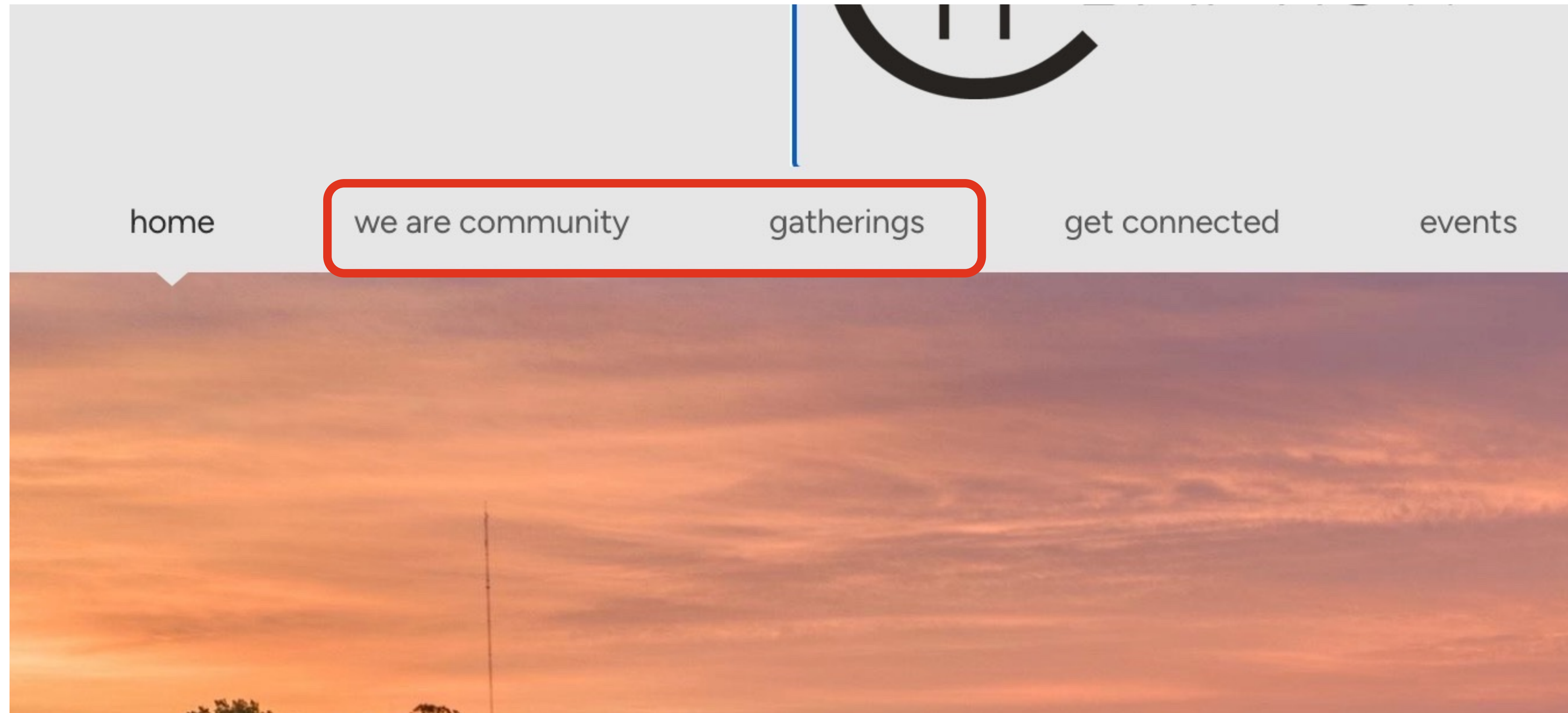
Santa Ana

SO LARGE IT REQUIRES SCROLLING ON 13 INCH MACBOOK

Avoid Non-Standard Patterns

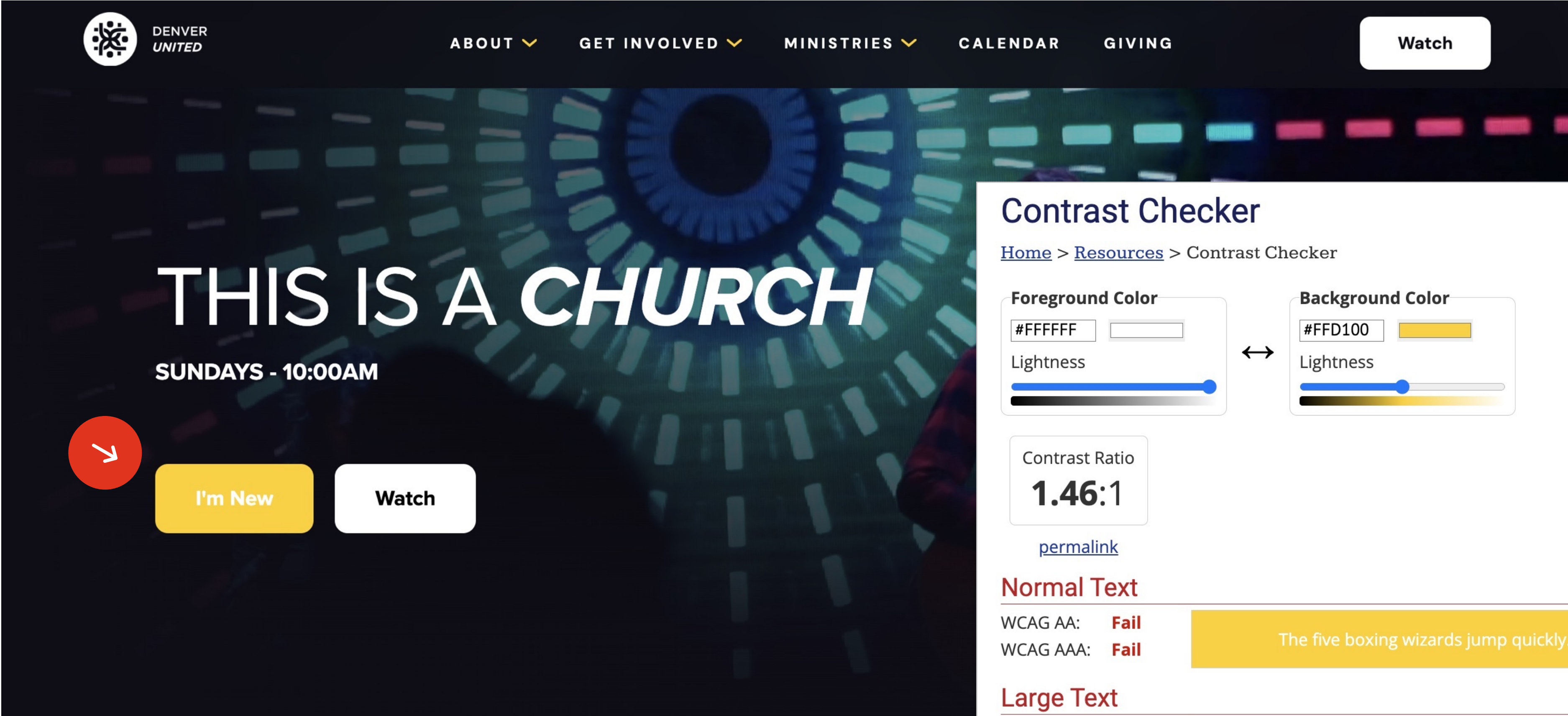


Avoid Non-Standard Language



Contrast

Contrast: Buttons



denverunited.com

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color

#FFFFFF

Lightness

↔

Background Color

#FFD100

Lightness

Contrast Ratio

1.46:1

[permalink](#)

Normal Text

WCAG AA:	Fail	The five boxing wizards jump quickly.
WCAG AAA:	Fail	

Large Text

WCAG AA:	Fail	The five boxing wizards jump quickly.
WCAG AAA:	Fail	

Contrast: Menu



ABOUT

CONNECT

EVENTS

WATCH

GIVE

HELP

BRIDGE MEMBERS



Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color

#00E5FE

Lightness

↔

Background Color

#FFFFFF

Lightness

Contrast Ratio

1.53:1

[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

SEO

SEO Considerations

- ✓ Consider search terms when creating page titles / headings
- ✓ Make sure your site is hooked up to Google Analytics / Search Console
- ✓ Plan a SEO Migration Strategy when moving to a new website / domain
- ✓ Don't stuff keywords or neglect accessibility (keep things human readable)

Multicampus Churches

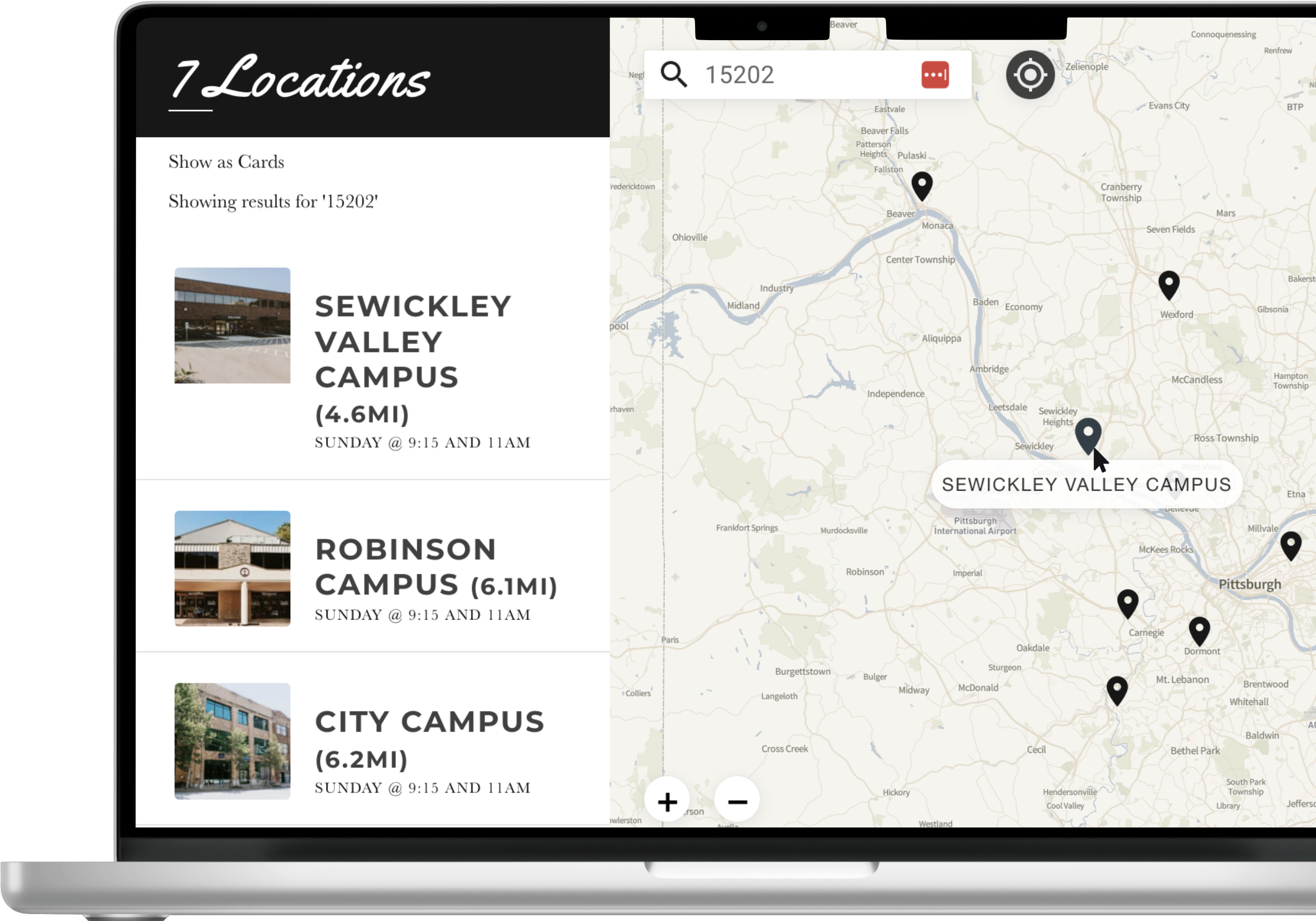
100

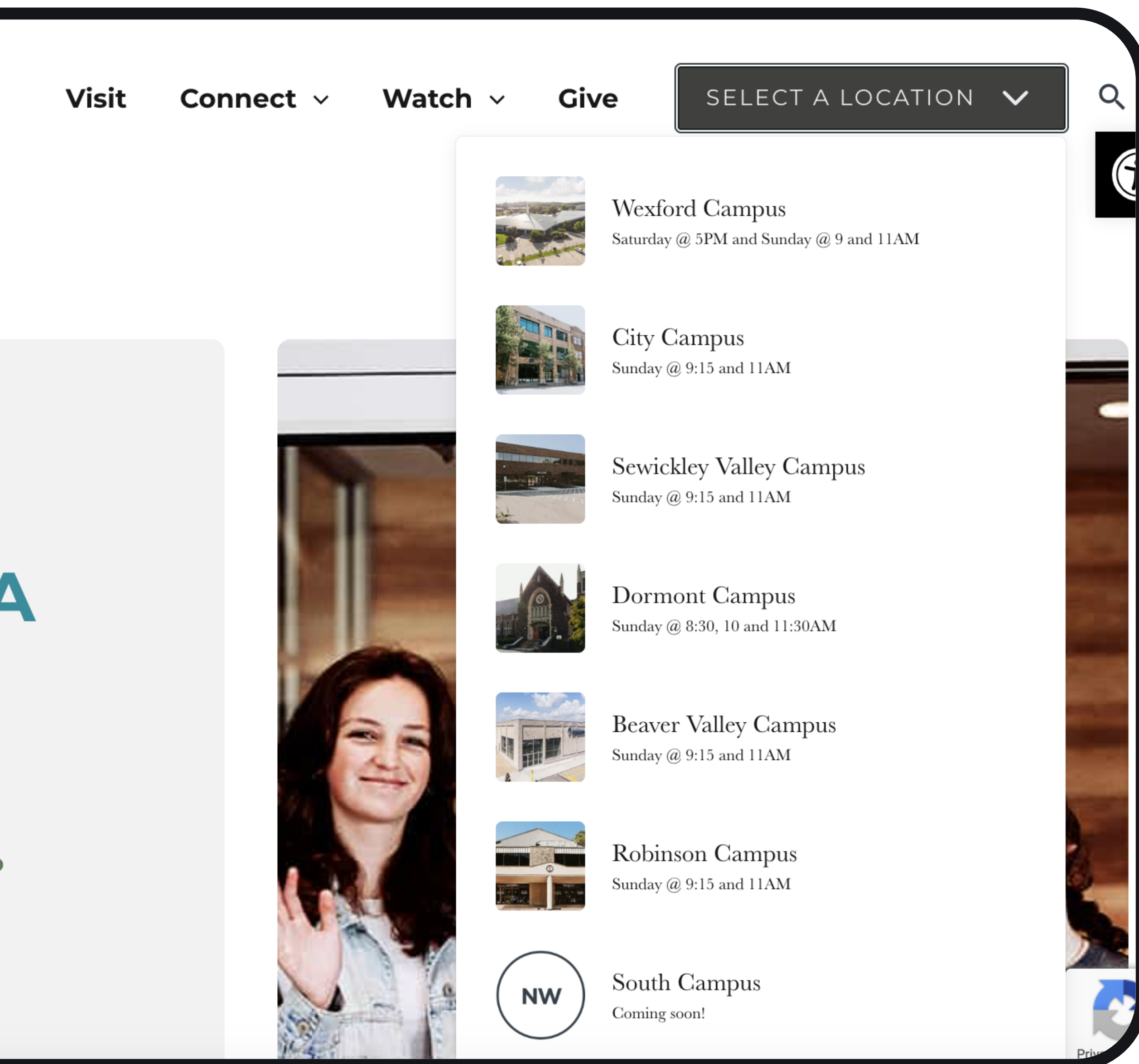


100

Make it Easy to Find the Right Location

- ✓ Interactive Map + Location Cards
- ✓ Alternate Location Card Grid View
- ✓ Filter by Service Family
- ✓ Sort By Distance





Add Context To Location Selection

Location names on their own are not helpful

This is especially true for people who are new to the area or who live between multiple possible locations.

Images or Color + Icon Also Add Context

Building images aid in recognition for return users or upon physical arrival. Icons and colors can be used to visually signal the location type.

02

Implementing a New Strategy

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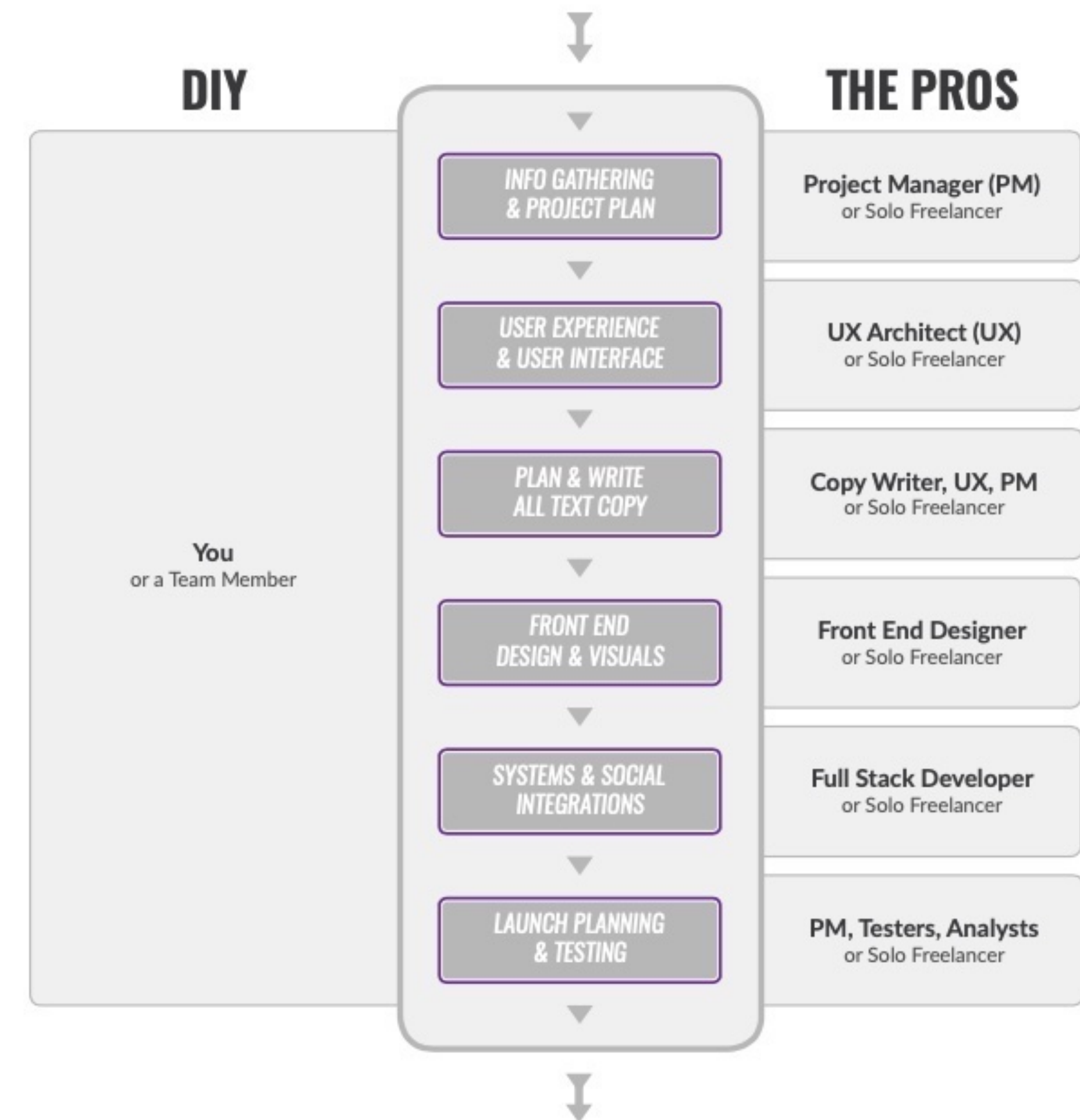
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New Website Vs Iteration?

A lot goes into a new website or existing website overhaul.

Whether modifying an existing site or creating a new one, if you are not experienced in website design or marketing, take extra time to plan and learn about the best ways to make a good website. Also, be sure to obtain feedback from actual users.

Any major website overhaul or creation is going to require significant work. If you're already busy, this can feel daunting. As such, you would likely benefit from doing the upfront legwork to obtain a budget that allows you to get professional help.

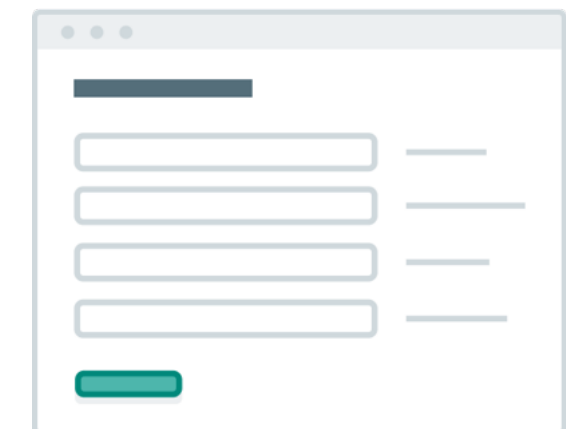


Tools

Measuring Impact

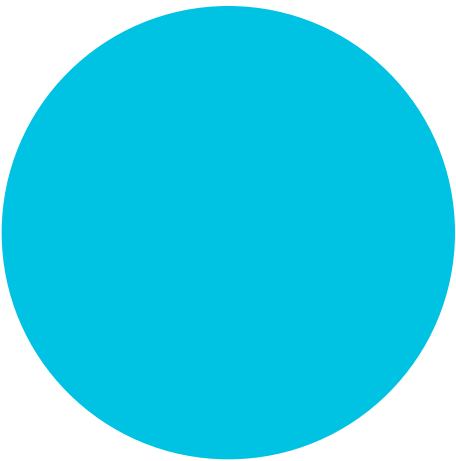


Sermon Analytics



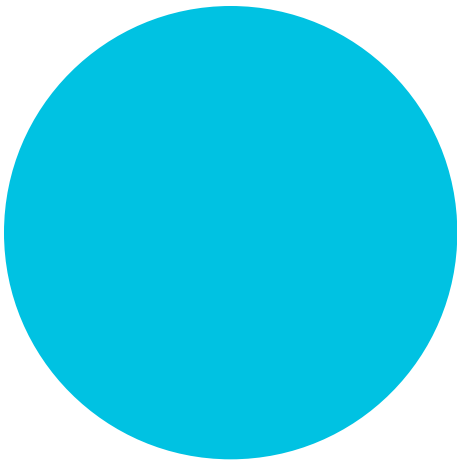
Forms

CMS Options

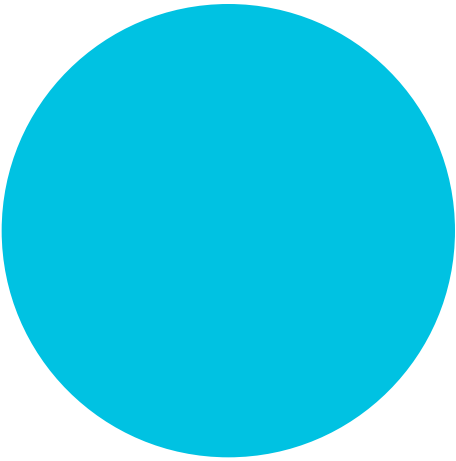


Wordpress

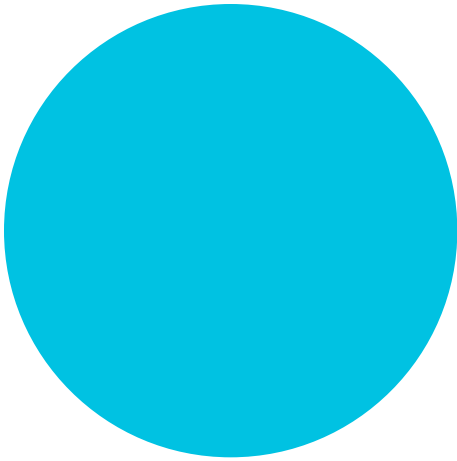
(DIY, Agency, Productized Service)



Wix / Squarespace



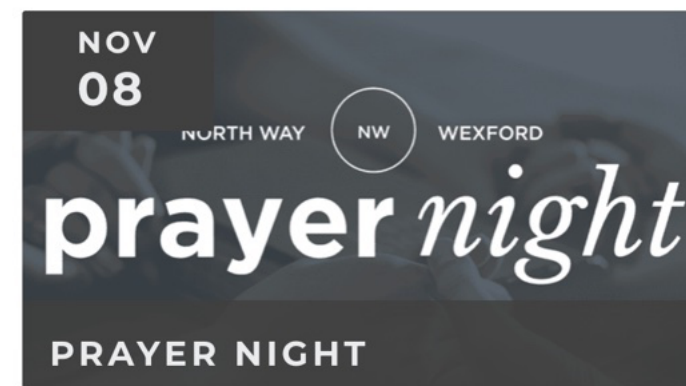
Church Co or Similar



ChMS

ChMS: Single Source of Truth

Events

[View All Wexford Events](#)

Groups



SMALL GROUP

ADULT

WOMEN

ALLISON DEVERS

 Tuesdays at 6:30pm Wexford, PA 15090

Studying: Currently Parables, but wrapping up early Sept. New study TBD. Rotate meeting between homes in Wexford/Cranberry area

Wexford Campus



SMALL GROUP

YOUNG ADULT

CO-ED

AMBER SMITH

📅 Tuesdays at 6:30pm 📍 Mars, 16046

Studying: TBD Young Adults small group meets at a home in Mars on Tuesday nights at 6:30PM.

FILTER BY

 Search

Category

Life Stage

Gender

☐ Kid Friendly☐ Wheelchair Accessible☐ Virtual

NEED HELP?

Got questions or need help finding the right group for

Tools to Integrate with ChMS

- PCO Chef
- The Church Co
- CP Connect (PCO, CCB, MinistryPlatform, RockRMS)
- Church Data Connect (CCB, RockRMS)

Stewardship and Trusting God with Results



Focusing on making your website welcoming and easy for people to find what they need is a way to love people you have never met. It also increases the chances you'll actually get to meet them.



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Download the Slides

