1

2 # What are you known for?

3 WELCOME TO _____.

New to the area or just our church? Let us introduce ourselves.

4

ABOUT US	SCHEDULE (WORSHIP)	BELIEFS
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

STAFF	CONTACT US
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

5 Contact Info: Address / Phone Number / Email)

Social Links: Facebook / Twitter / YouTube / Podcast

Welcome to our website!

Think of your homepage as your digital greeter. S/he should be welcoming and informative, both to your current members, as well as new visitors. Here are some important elements all successful homepages have:

1. **Eye-catching Graphic** - Research found that inspirational images made the greatest impact on first impressions.

2. **Headline** - On average, 5x more people will only read the headline and not the body copy. (Source: *Kissmetrics*) Hint: What are you known for?

3. **Call to Action** - Most websites don't make an effort to acknowledge new visitors to their homepage. Attending a new church can be difficult; ease their discomfort by dedicating a link to engage potential new members (i.e. join our newsletter).

4. **Content** - The content of your homepage should either A) answer your visitors' questions and B) encourage continued interaction with your site/church.

5. **Contact Info** - 51% of people think thorough contact information is missing from many websites. (Source: *KoMarketing*) Your endgame is essentially to get them seated in church, so make sure they know where to go!