

Common Website Mistakes (And How To Fix Them)



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No pictures of the people

A picture speaks 1,000 words, but what are your pictures saying? Do they tell stories of an inviting atmosphere where members happily join together to share the gospel? Can non-members see the smiling faces of your congregation while they praise the Lord or help with community outreach programs? Or are they stock images of Bibles and or pictures of your empty—even if it's pretty—church? A church is an empty building without the people. Be sure to include photos of your members on your website.

Old content

Think of content like produce at the grocery store. People are shopping for the fresh stuff. Nobody wants the three-week old, limp lettuce. So, if you want people to visit your website [continuously], you need to post new content...continuously.

Also, make sure your content is updated regularly. While some people are looking for a couple brown bananas for banana bread—or want to reference a verse from the Christmas sermon—most people are planning ahead for your upcoming event schedule.

Confusing navigation

You've heard the acronym KISS, "keep it simple, stupid," right? Often times, churches overload their website with information and 20 different ways to access that information. While we appreciate the effort, you don't want to lose visitors because they can't find the information they need. Keep your main menu small and direct. Be sure it includes a CTA (call-to-action) for them to reach out to you and your staff if they have additional questions.

Are you answering the right questions?

If you want people to find your church when they're looking for a local Sunday service, youth group, or questions about God, make sure your website has those answers. If not, at least give them direction to get those answers; this could be through a contact form or simply Contact Us page. Also, be sure your content includes important SEO keywords so you'll be found in online searches.