How to use your church website to connect with people, inside and outside the church

Build Your Foundation   Create Powerful Content   Leverage Your Platform

Your website matters more than you give it credit for.

I want to talk to you about what it takes for your church to have a website that speaks to your community, encourages them to engage, and moves them to action. Here's the problem: most churches don't use their website to a fraction of it's potential.

Churches make three mistakes with their websites:

- *Mistake 1: Church websites are needlessly complicated and difficult to use.*
- *Mistake 2: Churches view their website like a billboard.*
- *Mistake 3: Churches don't see their online platform as something to be leveraged*

Let's break these down more.

Mistake 1: Church websites are needlessly complicated and difficult to use.

Church websites are often difficult to use because they have a lot of content that is hard to find. Additionally, they don't take advantage of the ability to update their website regularly, meaning the information on their site can quickly become outdated.

Moreover, because they're difficult to use, most of the church staff don't want to be responsible for maintaining it. This leads to avoiding the site and it becoming even more obsolete.

Mistake 2: Churches view their website like a billboard.

Many churches make the mistake of using their website like a billboard instead of as an interactive tool to reach their community. A website isn't meant to be a drive-by experience. If the pandemic taught us anything, it's that our websites should be the hub of our church, communication, and community.

When churches view their site like a billboard, they settle for a poorly maintained appearance, one-way communication, and no interactivity.

## Mistake 3: Churches don't see their online platform as something to be leveraged

One potential reason is that churches may not feel that their website is an effective tool for ministry.

An argument we hear often is that social media is where everyone is... Isn't that where the church should be focused? While we need a presence there, we don't own the place where the conversation is happening. Social media companies can change the algorithm or the rules around interactions. Your platform could fall apart in one update.

Your church website could be a powerful tool to reach people, build your community, and coordinate your church to be more effective than ever.

A Practical Solution to Improve Your Website

Outlined here is FaithGrowth's process for turning a church website from a static billboard to a dynamic and powerful asset for a church.

Phase 1:
Build Your Foundation

Phase 2:
Create Powerful Content

Phase 3:
Leverage Your Platform
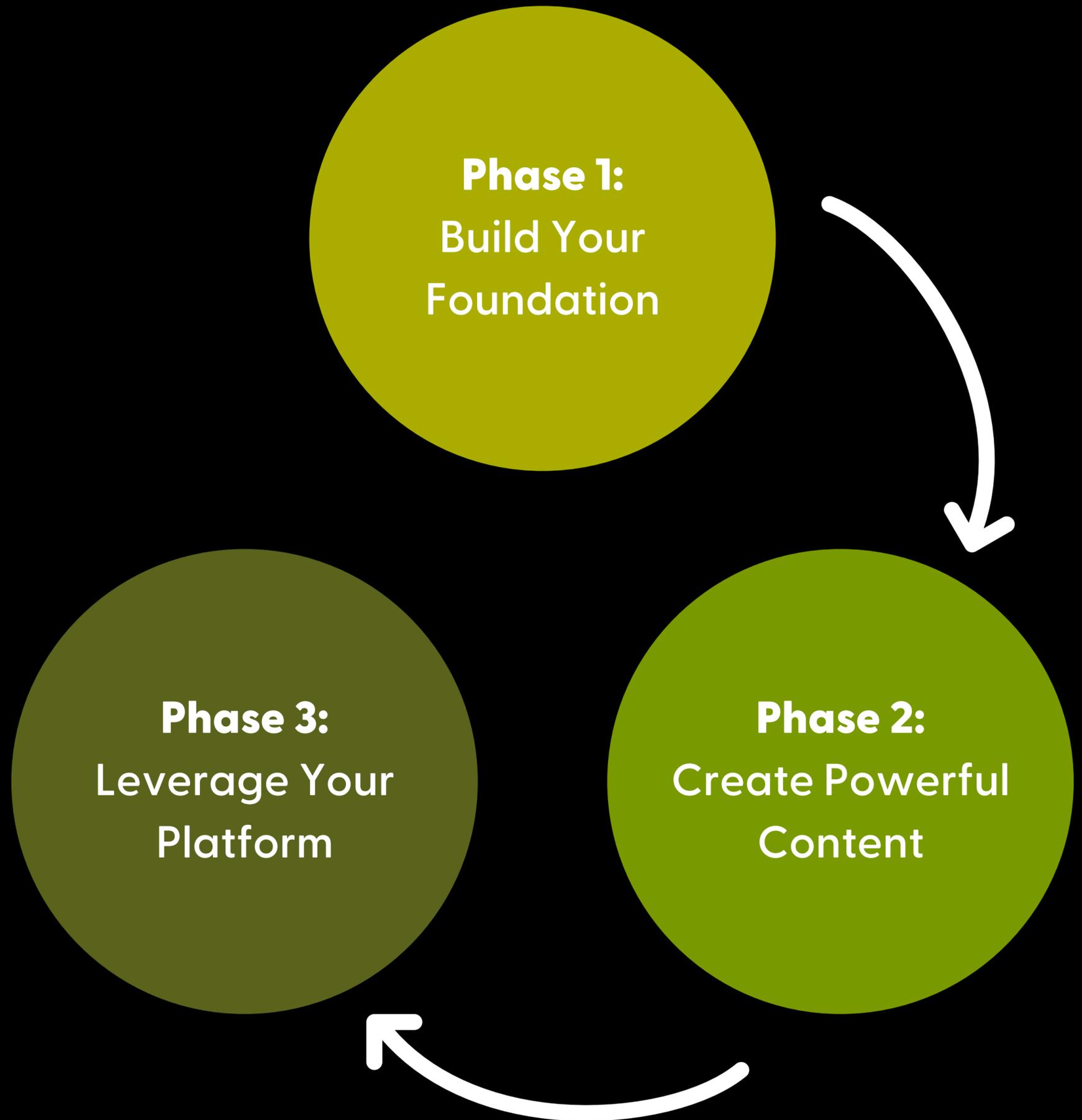
Phase 1:
Build Your
Foundation

This phase takes your church website from being something difficult and avoided to being something simple and manageable.

Most churches struggle with keeping up with their website, mostly because they hate using it. They also may not understand it's value and the opportunity it presents.

As we help churches build a foundation, we do three things with them:

- Get the Right Goal
- Get the Right Mindset
- Make it Easy

Phase 2:
Create Powerful Content

This phase takes your church website from being static and boring to dynamic, helpful, and engaging.

The church is one of the only places (outside of YouTube studios) that produce new and fresh content every week. Yet, churches don't leverage the content they create to reach outside the walls of the church.

As we help churches make the most of their content, we do three things with them:

- Make it Connect with People Outside the Church
- Keep People in the church happen and engaged
- Keep their content fresh and up-to-date

Phase 3: Leverage Your Platform

This phase takes your church website from being a drive-by billboard to an active, connecting resource that works for you 24/7.

Since churches haven't been leveraging their online presence for decades, many opportunities have been missed. When you get intentional about the potential of your website, you'll start to see amazing results.

As we help churches leverage their platform, we do three things with them:

- Make their website beautiful
- Integrate their site with other tools they use regularly
- Launch it successfully to be engaging and frequently used

Conclusion

It doesn't have to be complicated. Your website can produce incredible results for your church and make a huge difference in your community.

If you want to transition from simply using your website as an inexpensive online landing page to leveraging your whole platform to the fullest, we make it easy:

First, you need to commit to rebuilding the foundation and your perspective on using your website.

Second, create and share powerful content to connect with people, whether they're in the church or now.

Third, you need your website to be the central hub where people can connect with you.

It will take some work to get there but it's absolutely worth it.

⚜ F A I T H G R O W T H ⚜

Want us to help you get this kind of website for your church in the next 90 days?

It's the digital age. Everyone in the world is online. <u>The church needs to be there.</u>

Faith Growth is here to help churches connect with people in the digital age. Church websites are notorious for being unattractive and difficult to update and maintain. We make it easy to create and manage a beautiful and effective church website.

So, if you're...
- *Ready to take your website to the next level in 90 days or less*
- *Have a couple hours a week to devote to learning and working with us*
- *Have a budget item or can raise the funds for your website (around $3,000 to $5,000)*

Click the button below to schedule a FREE call with Christopher to learn how you can make the most of your digital platform.

<u>Book Your 1:1 Church Website Discovery Call</u>