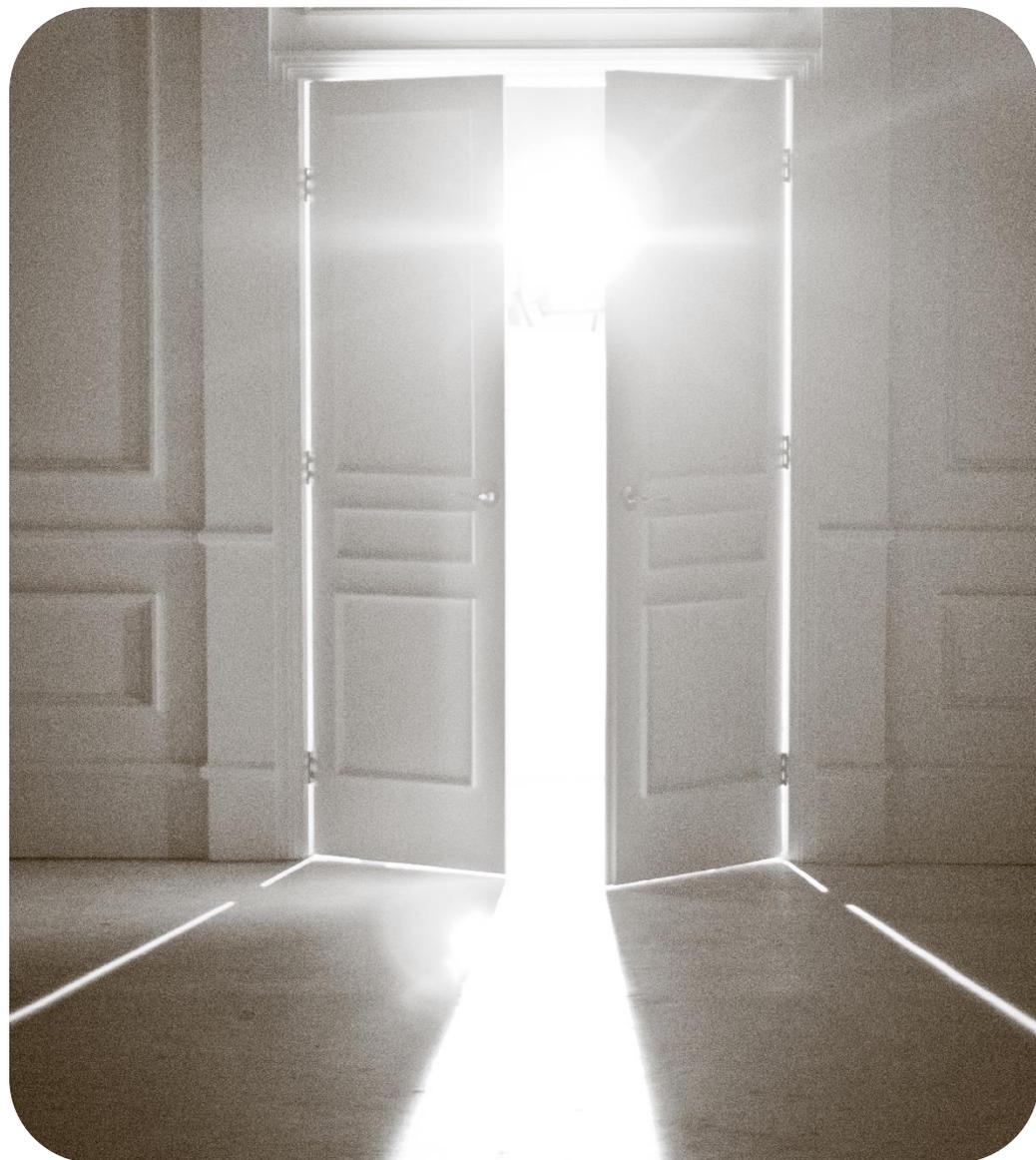


A BETTER CHURCH WEBSITE FOR YOUR MINISTRY



Melissa Jackson | Director of Marketing





Why Your Website Matters More Than Ever

Your Website is Your Digital Front Door

- For many people, the website is their *first visit* to your church
- Before someone walks through your doors, they:
 - Check service times
 - Look for beliefs and values
 - Ask: *Will my family feel welcome here?*

*A website is an extension of
hospitality—not just information*

The Reality Most Churches Face

Common Challenges We See Across Churches

1

No dedicated communication staff

2

Website passed from volunteer to volunteer

3

Platforms that feel hard to use or limiting

4

Content added over time without clear direction

The Results

- Hard to Navigate
- Overwhelming Text
- Outdated in look and function

The Reality Most Churches Face

What A Good Church Website Actually Does

1

Clearly communicate who you are:
the heart and mission of the church

2

Help visitors quickly find what
they need

3

Be easy to update, even as people
change roles

4

Work well on phone and tablets

The Results

- Builds Trust
- Guides Next Steps
- Reflects Your Mission

Keep In Simple and Intentional

The 6 Core Sections Every Church Website Needs

HOME

Clear welcome,
service times,
next steps

ABOUT

Mission,
Values, Beliefs,
Who You Serve

WORSHIP

What To Expect,
Location,
Service Times,
Accessibility

MINISTRIES

Affinity
Groups, Local
Community
Outreach

GIVE

Ways to Give,
Designations,
App Downloads

CONTACT

Forms, Email,
Phone, Address,
Prayer Requests



Less Content More Impact

Design Best Practices For Church Websites

Modern websites
rely on white
space, short
sections, clear
headlines

Long paragraphs
discourage
engagement

Consistency in
brand and
message is key

Design should
support the message,
not compete with it



Helping People Find You Online

CLEAR TITLE PAGES AND HEADINGS

Who you are +
Your City

LOCAL KEYWORDS

Church Name, City,
Local Attractions,
Neighbourhood

CONTACT INFO

Up-to-date,
Address, Service
Times, Directions

HELPFUL, READABLE CONTENT

Short, Clear,
Friendly

IMAGE ALT TEXT

Describe Photos
for Google &
Accessibility

The Results

- Helps Google understand who you are, where you are, and what you offer
- Increases your Church's visibility in local search results
- Connects seekers to your ministry before they ever step foot through your door

Simple Security Practices For Church Websites

1

Church Websites Are A Trusted Source of Information

2

Publicly Listed Emails and Phone Numbers Are Often Harvested

3

Security Issues Can Affect Credibility, Finances, and Relationships

Why It Matters

A strong website isn't just about design and content—it's also about protection. The same systems that power your website power your email, files, and communication.

That's why caring for your website includes caring for the technology that supports it.

Simple Security Practices For Church Websites

ACCESS

**Strong passwords, fewer admins,
clear ownership**

VISIBILITY

**Be intentional about which emails
and phone numbers are public**

PEOPLE

**Staff and volunteers know how
phishing scams usually start**

How We Can Help

1. Keep your systems safe and running
2. Protect your people from scams and cyber threats
3. Make sure your work isn't lost
4. Provide real help when you need it



SCAN ME

How We Can Help

Purpose Built Church Templates

Designed
Around Best
Practices

Flexible Enough
To Reflect *Your*
Ministry

Built Specifically
for UMC
Churches

A Platform That
Does Most Of The
Work

Training That
Builds
Confidence

Ongoing Support

*Visit our website for more info or
to request a meeting.*



SCAN ME

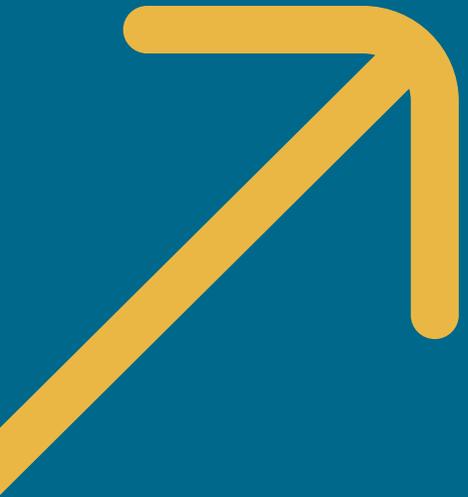
Stay Up To Date **With GCFA!**

Subscribe to GCFA's Monthly Newsletter, the Collaborator.



Examples of Recent Articles:

- [4 Ways To Be Found Online](#)
- [Website Tips For Churches: Domain Best Practices](#)
- [Social Media Best Practices Webinar](#)



Thanks!



615-329-2393



ConnectionalRelations@gcfa.org



1908 Grand Ave. Nashville, TN 37212



www.GCFA.org

UMC
SUPPORT



FINANCE & ADMINISTRATION

General Council on Finance and Administration

THE UNITED METHODIST CHURCH