Ten church website commandments

1. Thou shalt have no other target audience before Guests and Seekers.
   - Answer their questions: where? when? who? why? what to wear?
   - Ask genuine newcomers for feedback

2. Thou shalt keep it simple.
   - 4-7 pages (or just one!) and menu items
   - Most of your content is evergreen
   - Get to the point: what do you want visitors to do?

3. Thou shalt make worship times easy to find.
   - Please keep it current
   - Christmas, Ash Wednesday, Holy Week, Easter

4. Thou shalt make contact information easy to find.
   - Phone number, email or contact form, physical address
   - Church leaders

5. Thou shalt make it easy to find and enter the church.
   - Physical address
   - Picture of the church exterior
   - Where to park
   - What entrance to use

6. Thou shalt say and show how children will be welcomed.
   - Sunday school, nursery
   - Welcomed in worship?
   - Photos

7. Thou shalt tell your story with photos.
   - Your *real* congregation at its best; small groups, smiling, warm people, active, engaged people
   - What people wear in church!

8. Thou shalt stick with two fonts and one color.
   - Fonts: Google "font pairing"
   - Color scheme: coolors.co

9. Thou shalt look good on smartphones and tablets.
   - Modern website builders: Weebly, Wix, Squarespace
   - Diocesan website program—visit samplechurchwebsite.org

10. Thou shalt remember that the website belongs to the church, not the webmaster.
    - At least two people know how to access and maintain the site
    - Website access instructions are maintained by the church