CHURCH WEB DESIGN · PLANNING WORKBOOK

# Plan your church website before anyone designs it

Seven decisions, in order. Work through them with two or three people over about two weeks.

**Who's on the planning team?** Keep it small: the pastor, one person who knows the calendar, and the person who will keep the site current.

**Pastor**

**Knows the calendar**

**Will keep it current**

**Target launch date**

## 1. Who is this website for?

Picture the person who has never been to your church, on a phone, on a Saturday night. Describe them.

What three questions will they have? (Usually: when and where? what's it like? what about my kids?)

## The basics, exactly as they should appear

**Church name**

**Street address**

**Service times**

**Phone (someone answers)**

**Email (someone reads)**

## 2. Which pages do you need?

Check the ones you'll keep. Write who owns each page's content.

| | Page | What goes on it | Who provides it |
|---|---|---|---|
| □ | **Home** | Times, address, one next step, a real photo | |
| □ | **Plan a Visit** | Parking, which door, what to wear, how long, kids | |
| □ | **About** | What it's like here; beliefs in plain words | |
| □ | **What We Believe** | 3–6 plain sentences + link to full statement | |
| □ | **Our Staff** | Names, roles, real photos | |
| □ | **Sermons** | Newest first; by date and series | |
| □ | **Ministries** | Kids, students, adults, and what you actually do | |
| □ | **Events** | Only if someone will keep it current | |
| □ | **Give** | One button, few taps | |
| □ | **Contact** | Phone, email, map | |
| □ | Other: | | |
| □ | Other: | | |

## 3. What goes on the homepage?

On a phone, top to bottom. Fill in what yours will say.

**1. Times + address**

**2. Photo of our people**

**3. One next step**

**4. This week's sermon**

**5. Giving**

**6. Current events**

**7. A person to contact**




## Timeline

| When | What | Done |
|---|---|---|
| Week 1 | Questions 1–3. Find the accounts. | ☐ |
| Week 2 | Photos on Sunday. Write the short paragraphs. | ☐ |
| Weeks 3–6 | Design and build. | ☐ |
| Launch week | Point the domain, update Google, redirect old pages. | ☐ |

## 4. What photos will you use?

Aim for ten to twenty. People, not buildings. Taken on a Sunday, landscape, with permission announced the week before.

- [ ] One exterior shot, so visitors recognize the building
- [ ] Greeting time in the lobby
- [ ] Singing / worship
- [ ] The pastor preaching
- [ ] The pastor's portrait, natural light
- [ ] Kids' ministry (parents' permission first)
- [ ] Students / youth
- [ ] A small group or Bible study
- [ ] After the service: people talking
- [ ] Serving: a meal, a pantry, an outreach day

**Who will take them**

**Which Sunday**

## 5. What will the words say?

One paragraph: what is it like to walk into our church for the first time? Write it the way you'd say it in the lobby.

Ministries: who it's for, when it meets, who to ask. Two or three sentences each.

## 6. Sermons, giving, and events

**Sermons live on**

**Posted weekly by**

**Giving service**

**Monthly fees today**

**Events added by**

**Old events removed by**

## 7. Who will keep it current?

Write one name. Not a committee.

**Name**

**How they'll make changes**

**How fast changes happen**

## The accounts to find first

Make sure the church, not a former volunteer, owns every one.

| Account | Company | Login held by | Church-owned? |
|---|---|---|---|
| **Domain name** | | | Yes / No |
| **Email** | | | Yes / No |
| **Google Business Profile** | | | Yes / No |
| **Giving** | | | Yes / No |
| **YouTube** | | | Yes / No |
| **Facebook** | | | Yes / No |

Full guide: elijahdesent.com/articles/church-web-design-planning-guide