



Co+Create Network Guide

WEBSITE BEST PRACTICES

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Overview

Essential website best practices and what you can do to improve your online presence, especially if you don't have a lot of time to update your site.

Co+Create Network
for Church Admins and
Communicators

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Keep Essential Info Front and Center

- Information on your Sunday service should be prominently displayed on the home page. Also, your phone number, address, office hours, and pastor bio should be included on or easily accessed from the home page.

Page Organization Matters:

- Some common pages visitors will look for include:
- About Us - mission, vision, and beliefs statement, if applicable.
- What to Expect - info about visiting for the first time, parking, attire, etc.
- Connect - staff contact info, social media links, and new sign up form.

Quality Photos & Branding

- Use high quality photos of your church and/or stock photography where appropriate.
- Maintain a consistent color scheme and typefaces throughout the site for a cohesive, professional look.

Updates

- Update as often as possible, ideally several times per week.
- If you update less, use this simple rule to ensure your site always looks fresh: **Update with the start of each new season.** Replace photos and highlight seasonal events.

Still Have Questions?

The Co+Create Network hosts an online Zoom meeting on technology and communication topics every month. Our meetings typically take place on the third Thursday of the month from 4:00-5:00 pm. To join us, go to www.rmcucc.org and click on Co+Create Network to register.