

# Why Every Church Should Have a Website

All churches – small to large - should have websites. Even a simple one-page website can add credibility, and legitimacy, to your church, ministry or other Christian-based organization. Whether listed on your business cards, on flyers you hand out, on vehicles used by personnel or other places, people like to “check you out” before calling or visiting your church or organization. An effective website also can help “qualify” potential members when they visit your site to see if your services are just what they seek – and need.

Additionally, your website can be an interactive communication tool allowing present church members the opportunity to communicate with one another if the site contains a forum feature, a possible blog and an interactive calendar.

Furthermore, when expertly designed and constructed, many people seeking “help” and or answers to the troubling situations life throws their way may just find you when entering keywords in any search engine. Remember, beyond your present membership are people moving into your area seeking a church and plenty of “unchurched” web surfers looking for answers.

The downside is that a website takes planning and costs money, though it doesn't have to be much. A domain name – usually yourchurchname.com--costs \$10-35/year. Hosting your web site can be done for as little as \$10-25 per month. But don't try to save money by getting a hosting service that insists on flashing its own banner on your site. That does not give the professional image you want.

You also will need somebody to design and set up your website. Some people manage by having a relative or friend do it, or by doing it themselves, but most are happier in the long run if they hire someone with experience. Check out other sites the person has done and be specific about pricing and time frame before you begin.

The more planning you do, the better your results will be. Gather up pictures, logos, business plans and brochures for your business. Check out your competition on the web and look for other websites that you like. If you're really not sure, start with a SINGLE-PAGE site to test the Internet waters. (Go to the “Products” tab on MyChristianWebsites.com and check out our Single Page Solution) But, if you select a small multiple-page site, make sure you have the following pages with easy links between them:

- Home page with a description of your church or ministry and ways to contact you.
- Page with more details about your services.
- Page about yourself or others on your team (It's said this is the one most people look at when they visit a website).
- Page with testimonials from satisfied members.
- Page with links to other sites (this gives you a chance to link to other supportive sites, which in turn will link to your site).

It's great to have something on your pages that changes all the time or might prompt a potential member to contact you. This could be a “sermon of the week” or month that relates to your ministerial philosophy or covers a particular subject relevant in today's world, or an easy link allowing a visitor to get a free copy of your church newsletter.

**Remember that visitors will not automatically flock to you because you have a website.  
When your site is up and running:**

- **Make sure the address is printed prominently on all your cards and publications.**
- **Send an email to all your members, friends, associations and others announcing your website.**
- **Add a signature tag to the bottom of your email that lists your web site address.**
- **Look for other churches or groups that might be willing to list your site at their websites; you can add them to your “links” page.**
- **Make sure your site gets listed on the search engines. Your designer/host can take care of listing**

**If you have specific questions, use our “Contact” form or email  
to: [info@mychristianwebsites.com](mailto:info@mychristianwebsites.com)**