

Integrate a church management system with your site.



Okay, first things first—integration. You might be thinking, “Why on earth is this at the top of the list?” Well, let us tell you, it’s a game-changer.

Why is this important? Getting people connected and signed up for events is way easier when it can be automated through your Planning Center, CCB (or another similar software) subscription.

Think about it – no more endless email chains or phone tag just to get someone on the nursery roster. With the right integration, folks can sign up for small groups, volunteer for events, or even give their tithe with just a few clicks.

It’s like having a digital church secretary working 24/7!

Automation saves you and your staff tons of time and simplifies sign-ups for your people.

It’s a win for your church staff and a win for your people!

How to Make This Happen:

Step 1 Integrate your ChMS with your website by installing a plugin or module on your website platform.

Step 2 Display events, groups, and forms directly from your ChMS on your site.

Step 3 Set up automated workflows in your ChMS to handle sign-ups, registrations, and follow-ups.

Step 4 Regularly test and maintain your integration to ensure everything’s working smoothly.

Remember, while this process can seem daunting, the payoff in efficiency and user experience is huge!

This church’s new site became a vibrant, recognizable identity that resonated with the community!

[View Before and After](#)

**We make
church media
better.**

Make sure your site is easy to navigate.

Next up – navigation. This one’s crucial, folks.

Why is this important? Well, too many buttons can overwhelm people faster than a potluck with 15 different casseroles. You want your website to be a welcoming space, not a maze of links and drop-down menus.

Squad Tip: Make one repeated “Call to Action” button (the techy term for this is a “CTA”) throughout the homepage to catch attention and drive engagement. Maybe it’s “*Plan a Visit*” or “*Get Connected*.” Whatever it is, make it stand out and make it consistent!

Remember, your website isn’t a dumping ground for every piece of information about your church. It’s more like... a digital welcome mat! Keep it simple, keep it clean, and your visitors will thank you!

How to Make This Happen:

Step 1 If you have one, conduct a thorough content audit of your current website or plan out all the content you want to include on your new church website.

Step 2 Create a sitemap that organizes your content logically. This might involve:

- Sketching out a hierarchical structure
- Deciding on main navigation bar categories
- Determining which content deserves top-level placement

Step 3 Design an intuitive menu structure. This could include:

- Creating drop-down menus (Sometimes requires CSS or JavaScript knowledge)
- Implementing a hamburger menu for mobile devices
- Making sure menu items are short, clearly labeled, and understood

Step 4 Implement a consistent Call-to-Action (CTA) throughout your site. This involves deciding on your main CTA (Example: “Plan Your Visit”).

Step 5 Test your navigation with real users. This could involve:

- Setting up user testing sessions
- Creating tasks for users to complete
- Analyzing user behavior and feedback
- Iterating on your design based on results

Step 6 Implement breadcrumbs for deeper pages to aid navigation and strengthen site engagement.

Step 7 Regularly review analytics to see how users are navigating your site and make adjustments.

From an outdated website to a site that truly represents Woodland Park! Check it out.

[View Before and After](#)

churchmediasquad.com

Avoid writing too much copy.

Alright, let's talk about copy. And no, we don't mean the stuff you put in your printer!

Why is this important? People come to your website to *quickly* gather information. But too much text can make distract them and make them lose interest.

We totally understand that you want to share all the amazing things about your church. But here's the thing—if you try to say everything, you end up saying nothing.

Stick to the essentials. Use bullet points, break up text with images, and use headers.

Remember, your website isn't a novel—it's more like a movie trailer. Give people a taste of what your church is about, and leave them wanting to come see the full feature in person!

How to Make This Happen:

1. Audit your current content (or draft your new content) with a critical eye. This involves:
 - Reading through everything on your site
 - Identifying redundancies and unnecessary info
 - Determining what's *truly* needed for your visitors
2. Implement a content hierarchy on each page:
 - Use heading tags (H1, H2, H3, etc.) correctly and style your text for readability
 - Break up text and sections with visual elements
 - Use bullet points or numbered lists when needed instead of writing long paragraphs
3. Regularly review and update your content:
 - Set up a content calendar to regularly add blog posts for extra resources for your people
 - Implement SEO best practices to optimize your copy for blogs or sermon pages
 - Analyze user engagement metrics to see what content resonates the most

The Web Squad's process of gathering not only information but also understanding the essence of why and what we are about made this experience remarkable. Ultimately, we ended up with a website that surpassed our initial vision and truly represents our identity. They absolutely nailed it!

Woodland Park
CHURCH WEBSITE

TheSquad is AMAZING!!!! Seriously, they are a dream to work with. Our designer was prompt, creative, thoughtful, and just so good to work with. We felt like we were in good hands from the very first moments of our phone call. They are superstars!

Paradox Church
CHURCH WEBSITE

**Real churches.
Real stories.
Real good work.**

✨ ✨ ✨ Showcase your church's unique personality.

Your church isn't just another building, is it?

No way!

It's a community with its own vibe, its own flavor, its own... dare we say it... *personality*!

Why is this important? Because when people can choose from a gazillion churches, you want yours to stand out. We don't mean this in a vain way either! If your site can clearly showcase your church's personality and mission, then you'll help people who share the same values connect with you.

In the marketing world this is called your "target audience." When you can convey who you are well, you're more likely to attract that "target audience."

Remember, people aren't just looking for a place to spend a couple of hours every Sunday morning—they're looking for a place to *belong*.

Your website is your chance to show off what makes *your* church special and share how someone can join in!

How to Make This Happen:

Step 1 Define your church's mission and values, then make sure all your site content helps promote that mission. For example, if your main value is joy, then all the photographs and site copy should be... (you guessed it), joyful!

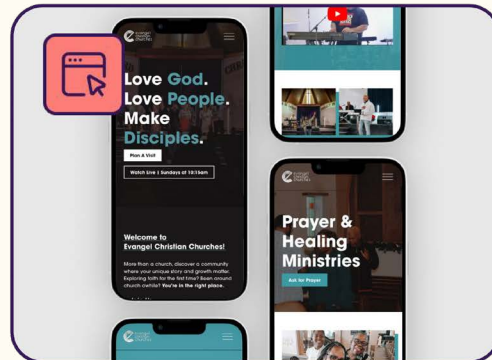
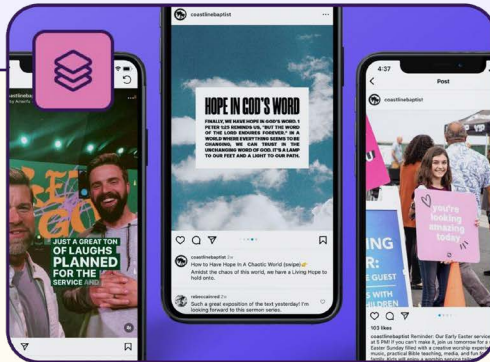
Step 2 Photograph your people on Sundays and other various church events and use regularly updated photos in slideshows and backgrounds

Step 3 Develop engaging content:

- About Us Page — Craft a compelling "About Us" page that tells your church's story
- Staff Page — Write staff bios that share personalities, not just titles
- Beliefs Page — List your church's core beliefs so people know what you're all about
- Resources —
 - » Ask your people to write out their testimonies and highlight these stories of transformation
 - » Create blog posts from your pastor's sermon outlines to inspire visitors
 - » Keep your sermon archives easily accessible by maintaining your content management system. This way, site visitors can quickly find and dive into the spiritual guidance they're seeking, whenever they need it!

Step 4 Showcase your community involvement —

- Create a dynamic events calendar (Might require a PC or CCB plugin integration, embedding of a Google Calendar, or custom coding)
- Implement social media feeds on your website (Requires embedding your Instagram feed)



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as your church's personal creative squad.**

Unlimited Custom Graphic and Video Design

Branding Strategy and Logo Services

Social Media Coaching and Support

Website Creation with Tailored Style, Content, and Copy

Make sure your church info is clear and easy to find. ✨

We're talking about your basic church info—where you're located and when you meet.

This might seem obvious, but you'd be surprised how many churches don't include it!

Why is this important? Well, hold onto your hats, because this might shock you: it's the number one reason people visit a church's website! We know, who would've thought people want to know where the church is and when they can show up?

But seriously, folks. You'd be amazed how many church websites bury this or forget to share in entirely.

Don't make your visitors go on a digital scavenger hunt just to figure out how to get to your church!

Here's what you can do:

1. Put your address front and center. And we mean your full address – street number, street name, city, state, and zip code. Please don't assume everyone knows where "3rd and Main" is.
2. List your service times clearly. And don't just say "Sunday mornings" – give the actual times. Is it 9 AM? 10:30 AM? Both? Let people know!
3. If you have multiple services or locations, make that crystal clear. Let people know which service happens where.
4. Include a map. Yes, an actual map. You can embed Google Maps right there on your site. Make it so easy that even your Uncle Bob who still uses a flip phone (that doesn't have a GPS) can find you!
5. If you have parking information or special instructions (like "Enter through the back door because the front steps are being repaired by a sloth"), include that too.

Squad Tip: You can add this info in your site's footer so every single page of your website includes it. You never know which page someone will land on first, so make sure they can find the basics no matter where they end up!

Thanks for letting us share how to improve your church's website! We'd love to help even you more.

[Schedule a Call](#)