

Does Your Church Have a Content Strategy for Its Website?

Creating awareness for local churches becomes increasingly difficult as more time demands are made on faith community members.

When a user goes to a church website to find information on programs, services, or to find directions, you have 7-30 seconds to keep their attention. If people can't find what they need, they will go elsewhere. A cluttered website is not only irritating, it could be sending potential church members away in frustration.

Increase the effectiveness of your church website with a content strategy.

We interviewed dozens of ministry leaders and church communications professionals for our latest report, "Effective Church Content Strategies." We wanted to show you what can happen in the life of a local church when their website is organized. A clear process emerges that savvy church leaders use to accomplish organizational and ministry goals. Conversely, this white paper will show you what happens when churches do not have a content governance in place for their online presence. (Hint: words like "painful," "messy," and "frustrating" sum it up!)

Learn how to assess the content that is already on your church website.

Melissa Therrien of Eagle Brook Church shares the story of when the staff went through a content auditing process. Each page on the website was sifted through with a fine-tooth comb, asking questions like:

1. Does this content accomplish our goal to reach people for Christ?
2. Does this help people who are wanting to find out about our church find what they need?
3. Do we know what our call to action is?

Does the content on your church website have this level of clarity and purpose? If not, you'll learn how to start the content strategy process for your church.

Additionally, you'll learn how to make your online content readable, understandable, findable, and actionable. Put simply, your church website will work **for** the user, not against it.

There's a quote from the report that sums things up nicely: If your church can not be Googled, it does not exist. The church website is the new front door to the organization. Make sure when users come knocking, they find you standing with the door open, saying, "we've been waiting for you...Come on in."

Go [here](#) to download the report.

Read more from Justin [here](#).