



CHURCH WEBSITES:

# Marketing vs. Ministry

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## What we'll cover today...

- Identify how your church website can effectively contribute to your communication, outreach, and discipleship efforts
- Segment your website visitors into three distinct audiences
- Look at examples of churches using their website to serve each audience
- Consider how traffic sources affect your website structure
- Learn to create hub-style landing pages to streamline communication
- Discuss how COVID has changed the role your website plays in serving your community



**THE WHO...**



**Louder Agency**

**10+ Years**

**Christian Nonprofits & Purposeful Brands**

**Served on Ministry & Church Staff**

**Lexington, KY**

**3 Kids at Home**

**We Are Peers**



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**WHY?**



# **Why does your church even have a website?**

How and where does it fit into your discipleship model?



Reason #1:

**80% of church visitors check out your website  
before walking through your doors.**

— Random stat from the internet



Reason #2:

**Your regular attenders and members need an efficient way to get the information they need when they need it — and take action.**



**Your church's website must do both.**



# TWO WEBSITE AUDIENCES:

**Prospective Visitors** (church people and seekers)

**Current Attenders** (early stage and committed)



**How do people from each audience get to your site?**

Traffic.

**What do they want?**

Pages and actions.

# Prospective Visitors:

## TRAFFIC SOURCES:

Search

Social Media

Ads

Press

WoM

## PAGES/ACTIONS:

Homepage

Plan a Visit / New Here

Staff

Kids

Photos

Sermons

Next Steps



# Assess Your Homepage...

4 Big Questions  
Headline Test



# Homepage

4 Big Questions Test

Headline Test

Show the Experience!

Add Testimonials

Location, Times, Plan a Visit



# Plan a Visit / New Here

FAQs for First Visit

Featured Sermons or Resources

Parking and Building Map

Pictures and Testimonials

Offer a “101” Experience (e.g. Lunch with Pastor)

Offer RSVP Form - “Let us know you’re coming”

# Current Attenders and Members:

## TRAFFIC SOURCES:

**Social Media**

**Email**

**Bulletin**

**Announcements**

## PAGES/ACTIONS:

**Next Steps**

**Sermons**

**Campaigns**

**Events**

**Small Groups**

**Volunteer / Serve**

**Give**

**Training / Resources**



# HUB Pages

Create a series of “one stop shop” pages for key campaigns and actions.

People need a clear next step at every stage of their journey.

Include necessary actions like sign-up forms.

Then point ALL of your communication for each initiative to its HUB.



# HUB Pages

Next Steps, Serve, Volunteer

Individual Ministries - Kids, College, Small Groups  
What's Happening, Events, News, Announcements  
Missions Giving Month, VBS



**In a COVID world... all of your key next steps  
need to be easily accessible online.**



# Your Website is a Tool

Figure out what the journey looks like for your audience:

**VISIT > ATTEND > GROUP > SERVE > GROW > LEAD**

How does your website serve people at each stage?



**YOUR TURN...**



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