

CHURCH WEBSITES 101

CAL-PAC LEARNING LABS | SPRING 2025

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AGENDA

BEST PRACTICES



VERY IMPORTANT PAGES



SEO



UPKEEP



BEST PRACTICES

- Authentic Brand
- Simple Answers
- Calls to Action
- Audience Directed
- Mobile Friendly



VERY IMPORTANT PAGES

What are the two most important pages on a church website?

VERY IMPORTANT PAGES

HOMEPAGE

“The new Front Door
of your church” -
Jason Moore



Service Info

Ministries

**Communication
Channels**

Contact

VERY IMPORTANT PAGES

VISITORS

“Start Here”

“I’m New”

“First Time?”

“Join Us”



Service Info

Getting There

What to Expect

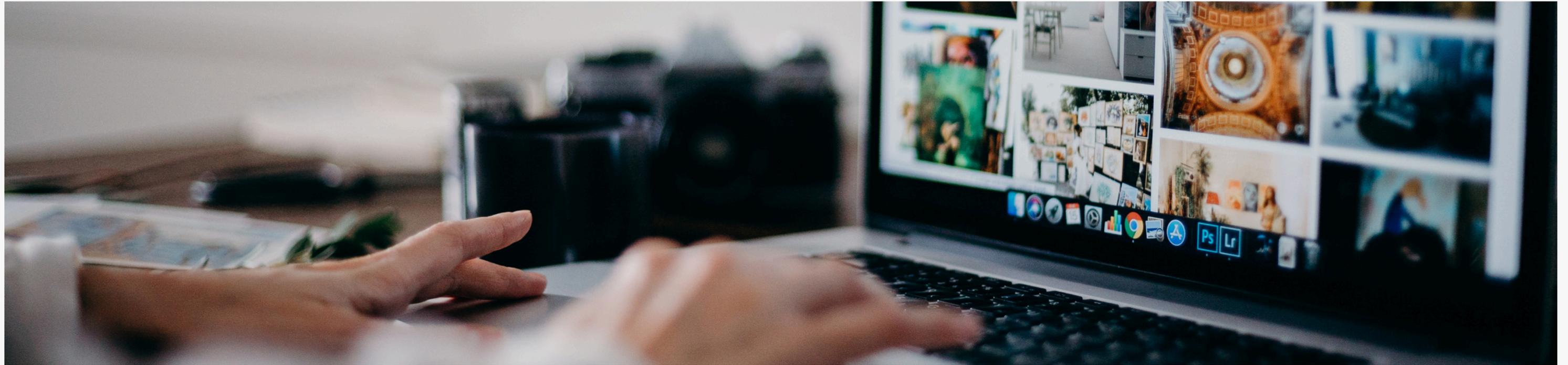
Examples

SEO

Search Engine Optimization

- How are people going to find you?
- Who do you want to find you?
- Keywords

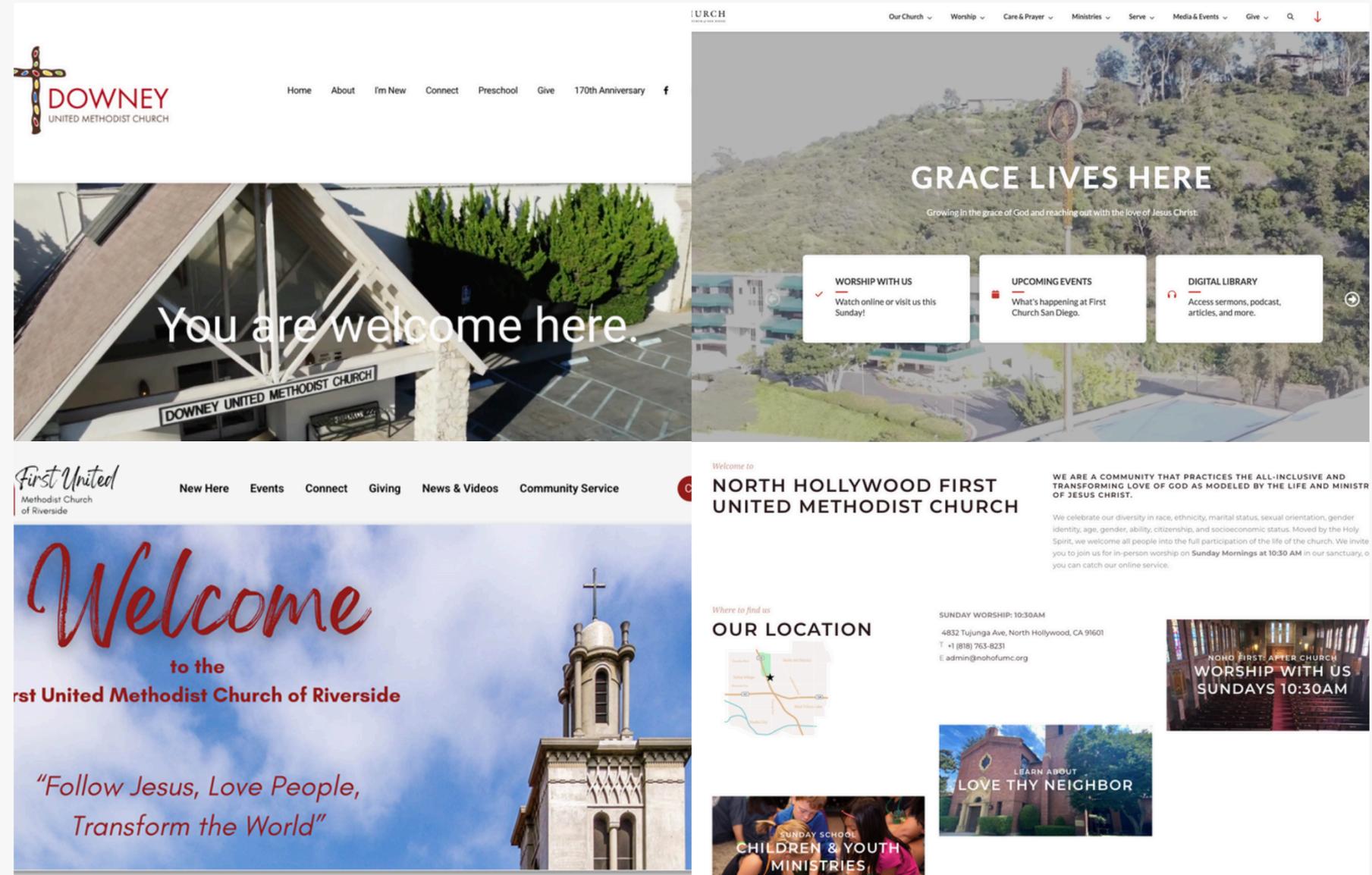




UPKEEP

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- Domain best practices
 - Registration
 - Ownership
 - Security
 - Refreshing
 - Social Media

WEBSITE EXAMPLES



QUESTIONS?



NEXT STEPS & RESOURCES

CONTACT

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