

# Intro to Adventist Connect “Frame” for Your Church Website

May 16, 2026 • Lauren Lacson, SCC Director for Communciation & Media Production



Just like the law of gravity says *what goes up must come down*, anything that goes up on the website that has any element of time sensitivity needs to be taken down later.

- An event advertisement (like an evangelistic series or health fair)
- “School enrollment now open” announcement for the church’s constituent school
- Sermon livestream or worship service bulletin

## Domain name tracking is one of the most important things about managing your church website!

If your church decides to purchase its own domain name, it’s crucial to stay on top of the renewal dates. If the domain expires, it will be purchased by someone else and often end up displaying inappropriate or vulgar content, and it’s virtually impossible to get it back.



# 47%

47% of first-time visitors look for service info including times and location on the website

Source: sermonview

# 61%

61% of visitors to your website leave if they don’t find what they’re looking for in 5 seconds

Source: theleadpastor.com

# 64%

64% of churchgoers say their church website helps them engage in their church

Source: theleadpastor.com

# 32%

Giving increases by up to 32% when online giving is actively promoted

Source: tithe.ly

*People visiting your church’s website are subconsciously looking for three things:*

## CREDIBILITY

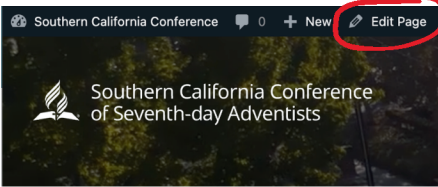
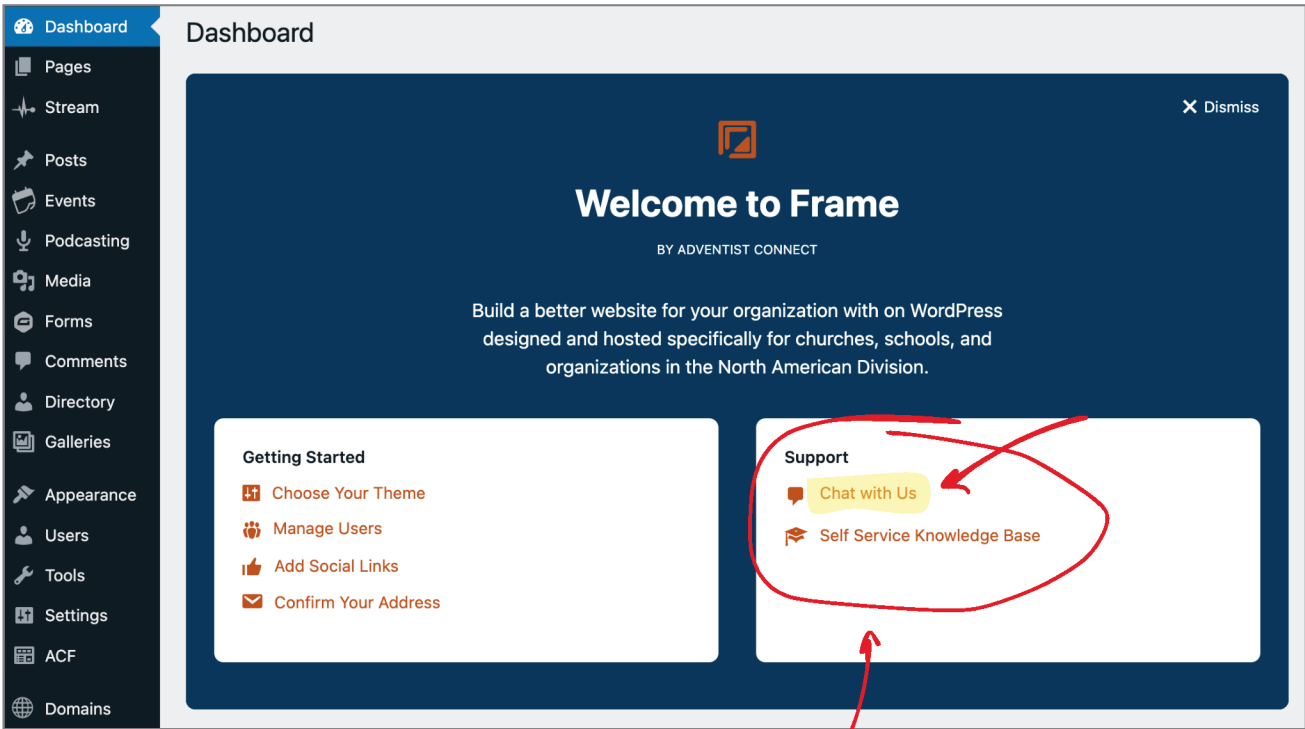
Is this place legitimate?  
Does the site look professional?

## RELEVANCE

Will this church and what it offers be meaningful in my life personally?

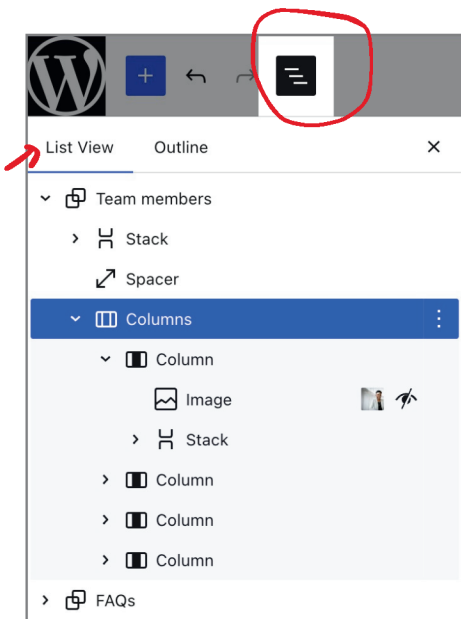
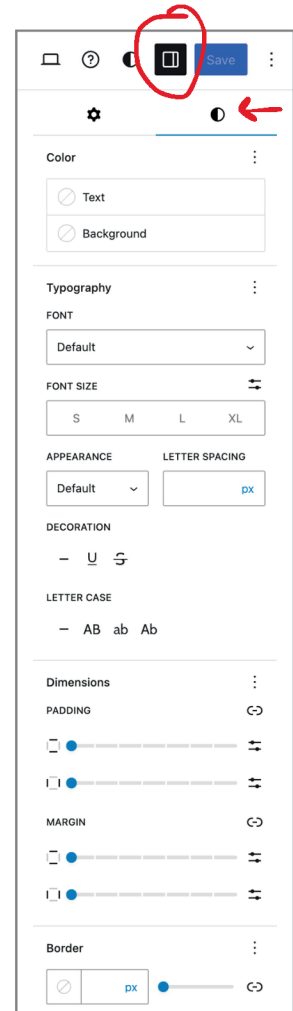
## TRUST

Is this church a safe place to bring my challenges, pain, and questions?



To edit a page, simply navigate to that page (while logged in) and click “Edit Page” on the top lefthand side.

The screenshot above points out the built-in chat feature in Frame where you can ask questions about how to do different tasks or integrate certain features on the site.



### List View

Frame uses a Block editor, and expanding the List View allows you to see all the blocks on a page. (Learn more at <https://wordpress.com/support/wordpress-editor/use-list-view/>)

### Styles tab

In the Style tab, you can individually customize the appearance of the blocks on any page.