

CHURCH

websites

MAY 16, 2026

WHAT MAKES A CHURCH WEBSITE COMPELLING?

WHY IT MATTERS

Some people don't carry checks or cash, and when they feel moved to give but don't have an easy way to do so, they may not. Making online giving options easy to find on your church website facilitates giving in just one more way.

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

TITHE.LY



17M

17 million non-regular churchgoers check out church websites every year.

GREY MATTER

WHY IT MATTERS

Your church website is the first impression people get of your church. Many of these people wouldn't visit in person, but checking it out online is the equivalent.

33%

33% of people said that the Internet was the first place where they learned about their church.

PRO CHURCH TOOLS

68%

68% of consumers say they have higher expectations for businesses' digital capabilities since COVID-19.

SALESFORCE

50%

WHY IT MATTERS

Millennials are decreasing in church attendance and Gen Z is positioned to become even less engaged with church. What is driving this trend? What need can we, as the church, meet?

In just the past 10 years, the share of religious millennials who are church members has declined from 63% to 50%.

GALLUP (2021)

WHY IT MATTERS

Contrary to popular belief, the Internet isn't just for young people. Maybe a few decades ago, that could have been true. But today, *everyone* is spending time online.

19 HRS*

Seniors and boomers spend an average of 19 hours a week online.

IPSOS / GOOGLE

WHY IT MATTERS

Marketing has changed so much, and it's continuing to evolve even now. The way people learn about church—in the way it matters—isn't just the sign in front of your building or the listing in your city directory anymore.

WHY IT MATTERS

Although the statistic says "businesses," this applies to us. Higher expectations mean that people are willing to tolerate less. If our online presence isn't professional and up to industry standards, people will think we as a church aren't equipped to serve them well either.

80%!

80% of new visitors head to a church's website before stepping into its building.

JOSH BLANKENSHIP

WHY IT MATTERS

Think of your church website like a test run. A significant number of people will visit it before they decide to come to a service in person. So it's a "make it or break it" factor!

61%

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

THELEADPASTOR.COM

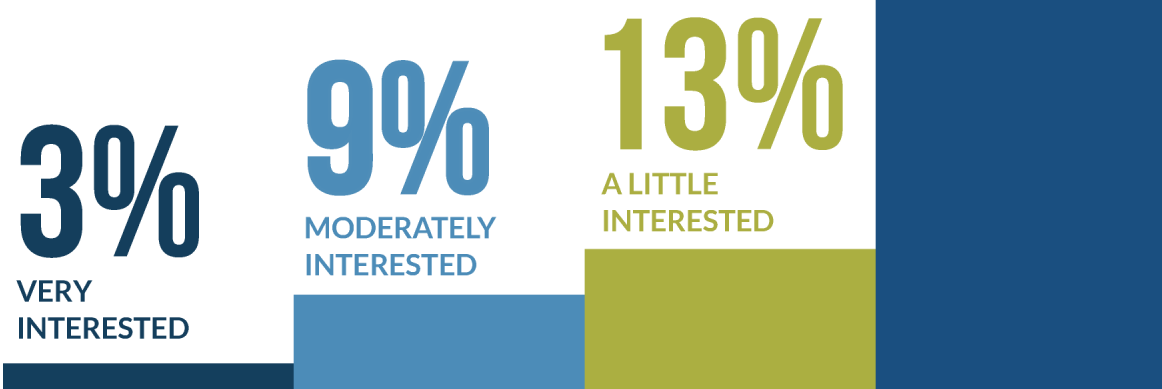


Nonreligious Americans' interest in exploring religion in the future: Those who do not have a religious preference were asked, "How interested are you in exploring religion in the future?"

GALLUP (2022)

WHY IT MATTERS

How can we reach out to others when there is no interest in hearing about our message? We need to understand the needs people are experiencing and focus on how we can help meet those needs.



WHY IT MATTERS

Reaching out to the community is important, but the relationship your church members have with the church isn't a foregone conclusion—and your church website plays a part in nurturing that relationship!

64%

64% of churchgoers say that their church website encourages them to participate in church.

MONK DEVELOPMENT

WHY IT MATTERS

The main purpose of your church website—above anything else—is to answer the questions of those who visit it. Whether they're looking for worship service information like meeting times and the church address (one of the most common questions), past or upcoming sermons, or information about your ministries, generally they aren't going to be very patient. If they don't find what they're looking for very quickly, they won't stick around.

THREE SEGMENTS OF TODAY'S PRESENTATION

FOUNDATIONAL PRINCIPLES



What are the simple elements every church website needs to have—even if it has nothing else?

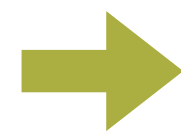


I'll share some principles you can keep in mind to help you strategize.

IMPORTANT DOs & DON'Ts



What are the top three things that make or break a church website?



I'll share the non-negotiable things you need to either be sure to do or carefully avoid.

HANDS-ON PRACTICE



So how do you edit content on a Frame website, anyway?



I'll open up a site and show you some tricks that will simplify the site no matter what you want to edit.

Part 1

FOUNDATIONAL PRINCIPLES

communicating
**THROUGH
CHURCH
WEBSITES**

C R E D I B I L I T Y

48% of people cited a website's design as the number one factor in deciding the credibility of a business. *(Source: Blue Corona)*

R E L E V A N C E

You don't want someone to visit your website and leave with the impression "there isn't anything for me here." Focus on content that meets needs.

T R U S T

94% of people say bad design is the main reason they don't trust certain websites (and by extension, organizations). *(Source: Social Media Today)*

**IN JESUS'S MINISTRY HERE ON EARTH, HE ALSO
ESTABLISHED CREDIBILITY, DEMONSTRATED RELEVANCE
& EARNED TRUST.**



C R E D I B I L I T Y John 8:58

“Before Abraham was, I am,” Jesus said. He spoke to what the people understood—and established Himself as the ultimate truth.

R E L E V A N C E John 5:1-15

When Jesus met the lame man by the pool, He saw what the man needed, had compassion on his hardship, and first tended to his physical needs.

T R U S T Luke 19:1-9

Jesus noticed Zacchaeus, called him by name and even visited his home! This showed Zacchaeus that Jesus accepted him, even if society didn't.

two unique audiences | one shared purpose
BUILDING COMMUNITY & CONNECTION

"Is this a church for me?"

"Does this keep me connected & informed?"

VISITORS

Visitors are often spiritually searching or new to the area. They're asking your three core questions (credibility, relevance, trust).

Key Content for Visitors:

- **Clear basics:** Service times, location, what to expect.
- **Welcome message:** Warm, personal, non-churchy language.
- **"About" page:** Mission/values in plain words.
- **Next steps:** "New Here?" page, "Plan Your Visit" tool, FAQs.
- **Stories/testimonies:** Real people's experiences.

PURPOSE: Lower barriers, answer fears, and help them decide whether to visit.

MEMBERS

While members already trust the church, the website reinforces connection and serves as a central hub. The stat you mentioned fits perfectly: it shows members do feel more connected when their church website supports them well.

Key Content for Members:

- **Event calendar:** Accurate and easy to find.
- **Livestream & sermon archive:** For when they miss a week or want to share.
- **Online giving:** Secure, simple.
- **Small groups/ministries info:** Times, leaders, sign-ups.
- **Volunteer opportunities:** Easy sign-up or interest form.
- **Member resources:** Newsletter, prayer requests.

PURPOSE: Strengthen connection, keep people informed, make participation easier.

Part 2

DOS & DON'TS

#1 TIMELINESS OF CONTENT

DO

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.

Review/audit the website regularly (weekly to monthly at least) to ensure it is updated. This just entails looking it over.

Remove stale content frequently (updating the site often also helps with SEO).

DON'T

Don't post things that are very time-sensitive whenever you can help it. For example: set the “watch live” button so that it links to the “streams” page where all the church livestreams are automatically catalogued instead of to each week's video.

When you do want to post time-sensitive things, like advertisement for an upcoming event, don't forget about them and leave them up after the date has passed!

#2 THE WEBSITE DOMAIN

DO

Churches have two options regarding their website domain:

1. Use the default domain for your site.
2. Secure a unique domain name for the church (like churchname.com).
 - Work with the pastor to track at least the domain registrar, expiration date, payment method used.
 - It's important to track this with the pastor to make sure the information will be available even with a different pastor or different volunteers.

DON'T

Purchase a unique domain name without tracking the renewal information (more than just personally)!

It's crucial to stay on top of the renewal dates, including the registrar purchased from. 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.

#3 SUSTAINABILITY

DO

When setting up a website, adding new pages, and making edits, consider what will be the easiest to maintain moving forward.

Unless upkeep of the site is your full-time job (and even if it is!), you'll be doing yourself a favor by always thinking of how to save yourself work in the future.

This is one of the most realistic ways to keep the site fresh and accomplishing its purpose in communicating effectively with those who visit it.

DON'T

Overcomplicate the site's design or features. It's awesome to have a fancy site with eye-catching site animations and cool integrations. But the precaution is all about sustainability—will updating and maintaining a certain setup be sustainable in the long-term?

The most important thing, as we talked about earlier, is that the website has the core elements visitors are looking for, and that those elements are easy to find. Anything that hinders that isn't a higher priority than that.

Part 3

FRAME WEBSITE PLATFORM

NORTH AMERICAN DIVISION

website platform transition



NO COST

A basic Frame site is provided free of charge to every church in the North American Division. This site will already include essential info.

SIMPLE

You can request log-in access to customize the content and look of your site with the template-based, no-code platform, built on Wordpress.

SUPPORTED

SCC will be better able to help you and provide support in the long term for churches that use Frame, including facilitating login access.



Welcome to Frame

BY ADVENTIST CONNECT

Build a better website for your organization with on WordPress designed and hosted specifically for churches, schools, and organizations in the North American Division.

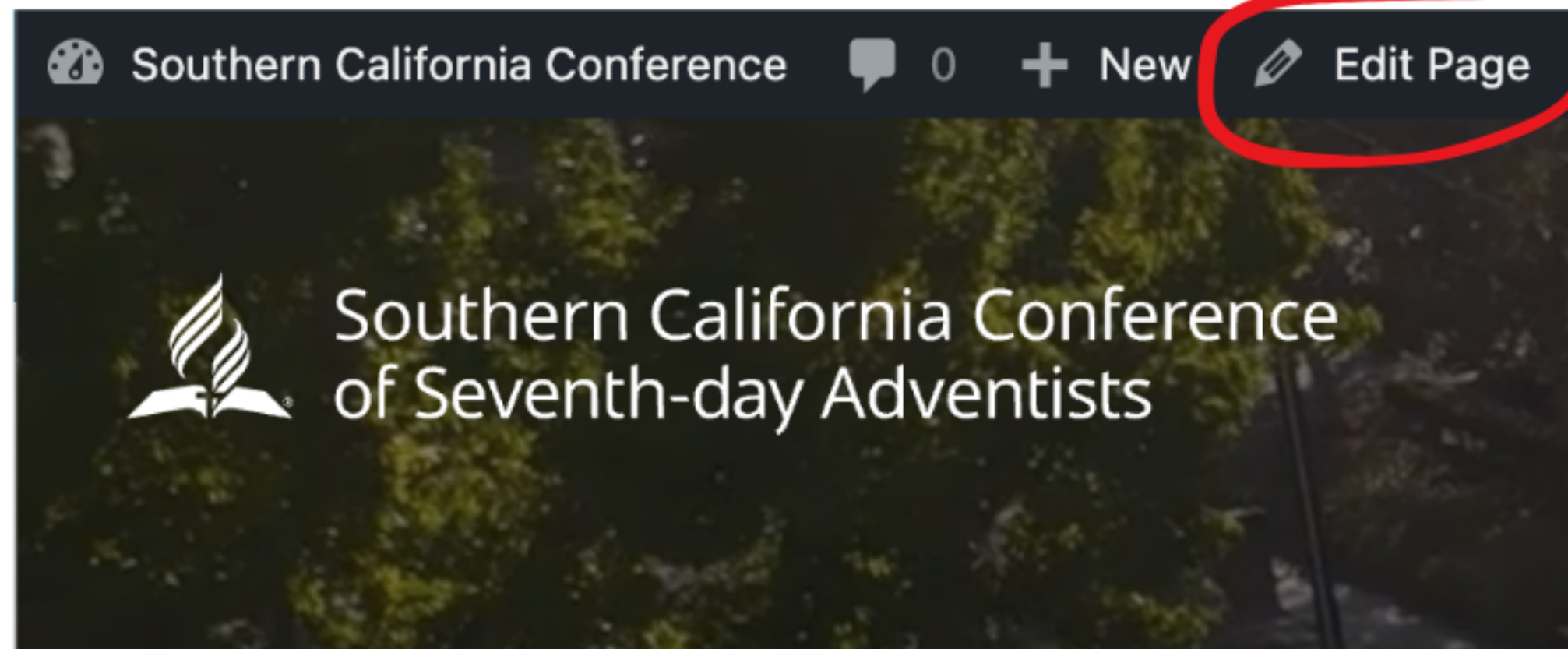
Getting Started

- Choose Your Theme
- Manage Users
- Add Social Links
- Confirm Your Address

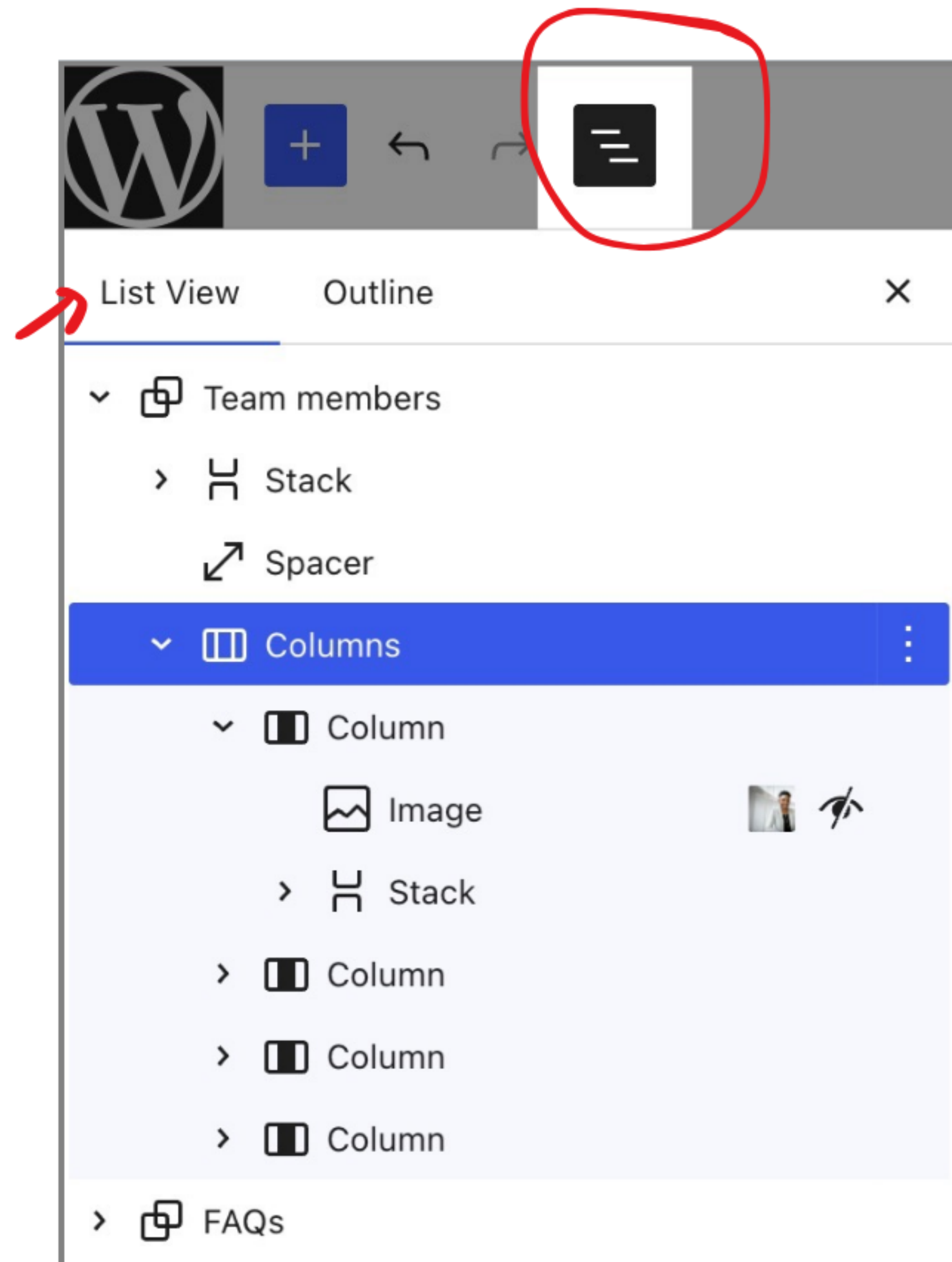
Support

- Chat with Us
- Self Service Knowledge Base

- Pages
- Stream
- Posts
- Events
- Podcasting
- Media
- Forms
- Comments
- Directory
- Galleries
- Appearance
- Users
- Tools
- Settings
- ACF
- Domains

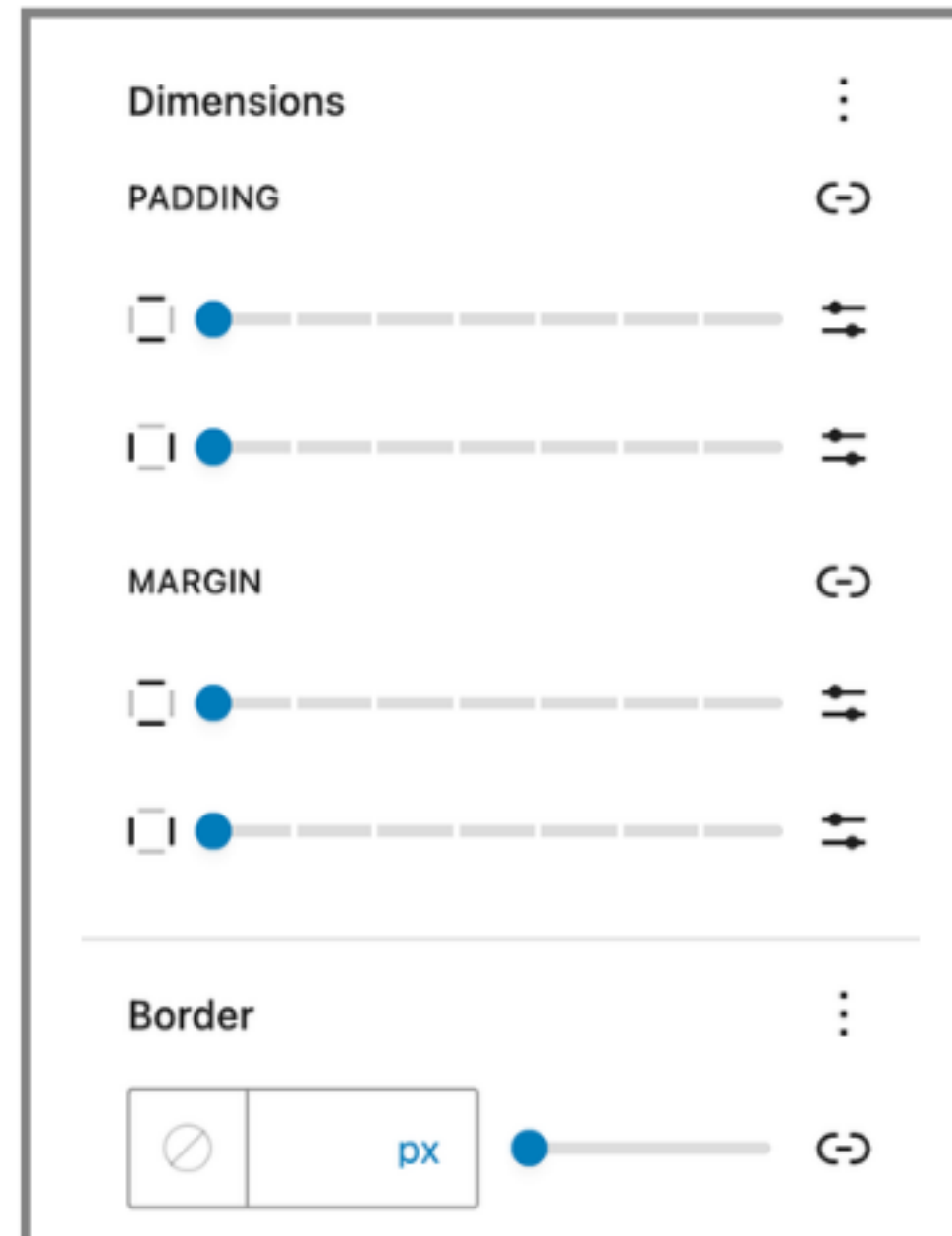
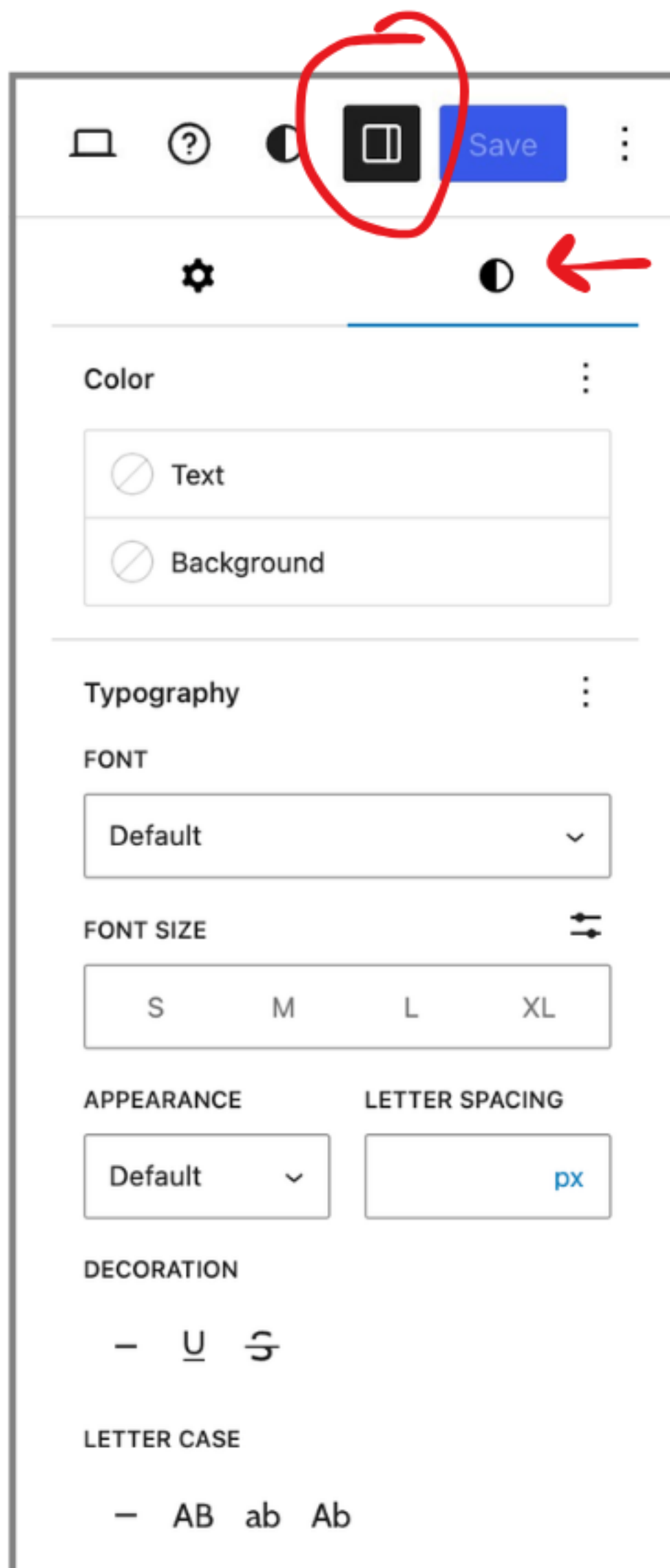


To edit a page, simply navigate to that page (while logged in) and click “Edit Page” on the top lefthand side.



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.

Copy	⌘C
Cut	⌘X
Duplicate	⇧⌘D
Add before	⇧⌘T
Add after	⇧⌘Y

- Image
- Image Compare
- Gallery
- Cover
- Flickr
- Instagram
- SmartFrame
- Media & Text
- Site Logo

ADDING BLOCKS


Anywhere on the page, you can add a new block above or below an existing one, then you can open the style tab to customize how it looks. You can use the **+ Block Inserter** or you can simply type / and the name of the block you want to insert.

Media




Library


- Add Media File
- Catalog
- Series
- Media Tags
- Authors
- Instant Images
- Settings

Media Library [Add Media File](#)

 **SCC mission vision slide for website 2**
SCC-mission-vision-slide-for-website-2.png

[Edit](#) | [Delete Permanently](#) | [View](#) | [Copy URL](#) | [Download file](#) | [Copy from Bucket to Server](#)

  Add image 

 Image

Drag and drop an image, upload, or choose from your library.

[Upload](#) [Media Library](#) [Insert from URL](#)

UPLOADING MEDIA

To upload documents (like a PDF of the weekly bulletin), you'll need to visit the media tab. For images, you can upload directly from the page you are editing and access them from the media tab later.

QUESTIONS?



LAUREN LACSON, M.A.

Director, SCC Communication &

Media Production

llacson@sccsda.org

(818) 546-8461

