Creating an effective homepage

Your website is likely the first place visitors will go to learn about your church. It is where many will establish their first impression. Therefore, it's important that your homepage represents your church and provides pertinent information. Below are a few recommendations to help make your homepage effective.



Tips for your homepage

- Make sure your **church's name** is clearly visible.
- It is important that visitors find key information they may be looking for immediately, **worship times and your church's address** should be easy to find.
- If you do not prominently display your worship times or address on the homepage, include a **"New Here" or "Visitors" link** where the information can be easily accessible.
- There are millions of churches in the U.S. **What is most compelling** about yours? Why should someone come to worship with your congregation? Try to encompass the answer in a prominent headline. (Focus on the visitors viewing your site.)
- Utilize **relevant and compelling imagery.** Your imagery should help tell your story.
- Keep **copy short and scannable.**
- **Fonts should be large** enough to read.
- Use **colors that complement** one another.
- Utilize **descriptive text links** in your navigation bar.
- Try to use no more than **seven menu items**. (Items at the beginning and end are most remembered.)
- Include **social media icons** in the header or footer.

Stats to remember…

- You have between 3 to 8 seconds to engage readers.
- Online content with images get 94% more views than pages without.*
- More than 60% of people are visual learners.*
- The average person reads only 20% of text on a webpage.*

**Source: Ragan.com*