



Your Church

- Describe your church in a three sentences.
- What problems do prospective members have that your church solves?
- How can your church help people, compared to other churches in your town? What's special about your church?
- Please describe your potential members. Pay special attention to their income, interests, gender, age.
- What is there about your church that sets you apart for that group of potential members?

Your Website Goals

- Who are you building this website for?
- What are your visitor's needs, and how will your website fulfill them?
- Are you answering their basic questions in language they can understand?
- What should visitors of the site come away with?
- Are you guiding your visitors to take a next step, like fill in a contact form?
- If you're planning to accept donations online, are you set up to accept credit cards?
- How will visitors use your site?

Website Design

- Do you have a logo and slogan or tagline that clearly describes what your parish is about?
- Other than what search engines will produce, what methods do you have in mind to spread the word about your website?
- Find five other sites that you like. Why are they attractive to you?
- What is your deadline for completing the site?
- List the website addresses of the five churches nearest to yours.

Website Content

- If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?
- List the sections and features that will be included.
- Where is the website content coming from? Who's responsible for updating it?
- How do you plan to keep web content fresh to encourage repeat visitors and referrals?
- How much time will you be able to spend updating events and information? An hour a day? Several hours a month?