

Churchweb Support Inc.

WHY UPDATE YOUR CHURCH WEBSITE



To speak to today's mobile culture, your church needs to do its best to be up-to-date in its online presence. A website that only works well on a desktop computer is no longer adequate. It now needs to be fast and nimble, quick to load, and obvious in its message and appeal.

A standard, successful church website consists of a blend of good design, clearly expressed content and a well-thought-out process for engaging and attracting visitors. But a church, ministry or faith community needs to be more. To maximize your website's potential as a special tool for supporting your mission, you must create a visitor experience that is highly engaging and speaks directly to the needs of those who are seeking you out.

We deliver high-quality, state-of-the-art websites for our church and ministry clients that can communicate important information, engage the heart, and appeal to the will. Simply put, our work is focused on taking the stress out of creating and maintaining the site, so that our clients can focus on their ministry tasks.

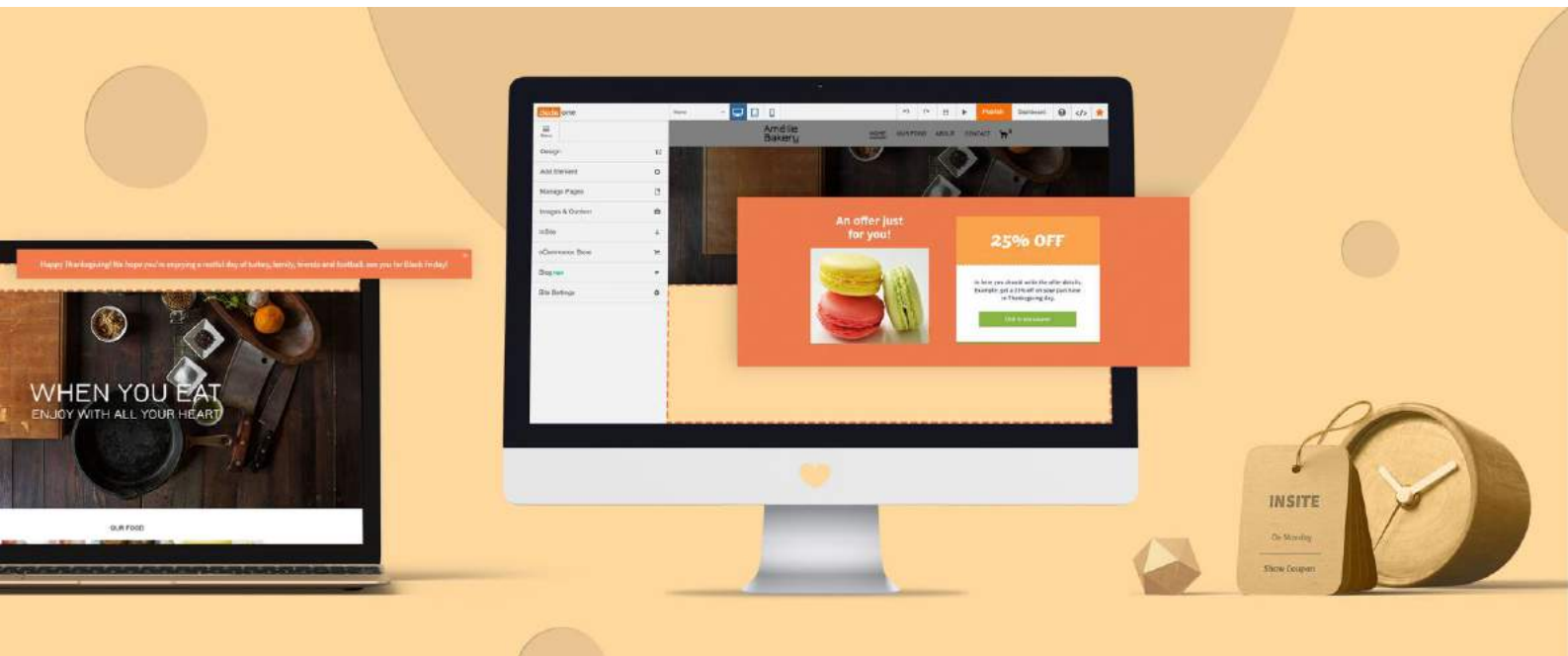
The many features of our sites are proven to increase search engine ranking, boost visitors, and deliver a better overall online experience across every type of device.



One Website That Works Well On Desktop, Tablet and Mobile

Traditional desktop-only sites do not “cut it” any more. One study from comScore found that nowadays 49 percent of digital media time is spent on mobile devices, with tablets accounting for an additional 12 percent. With just 31 percent of time left over for desktop devices, it has become clear that websites now must be built to be mobile-friendly, tablet-friendly, as well as desktop-friendly. That’s why we focus on what is called “responsive” web design.

Traditionally, responsive design means stretching and shrinking your site to fit different screen sizes. However, we take it a step further by tailoring different features for different devices as well. For example, a Click-to-Call button will appear on a mobile device, but not on a tablet or desktop computer. The experience and the needs of a visitor to your site can greatly differ between a mobile and desktop device, and we do our best to make sure that our content and designs consistently reflect that.

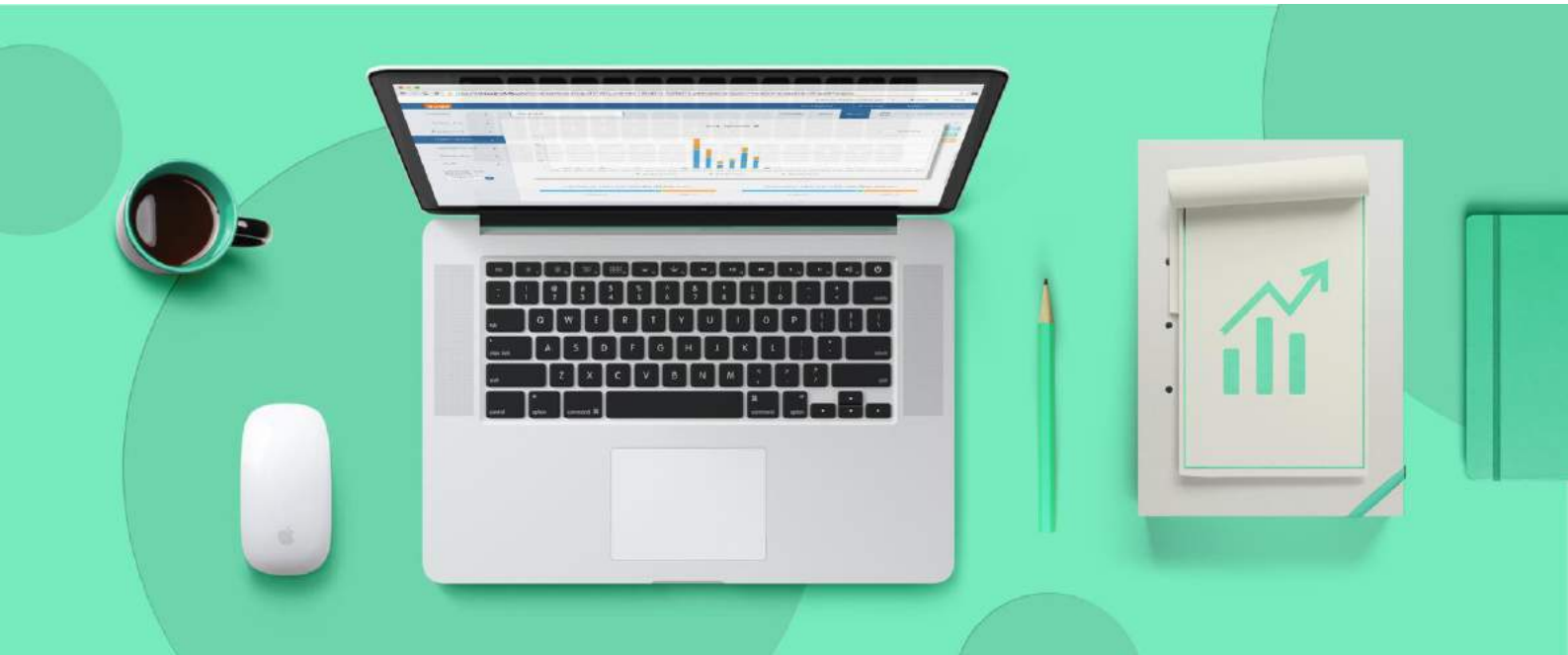


Website Personalization

Our Top Tier sites offer a Personalization tool, which can enable a different experience for a different visitor to your site.

Normally, visiting a website is a uniform experience every visitor gets the same experience as the last one. But over the past few years, we have seen that large enterprises like Amazon have begun using a strategy of website personalization to boost their conversion rate to boost the percentage of users who take a desired action. Because creating a one-to-one visitor experience speaks directly to that visitor and his or her interests and needs.

This technology need not be reserved for companies with vast budgets and endless resources. We have developed a way to offer this user-conversion technology to churches and ministries.



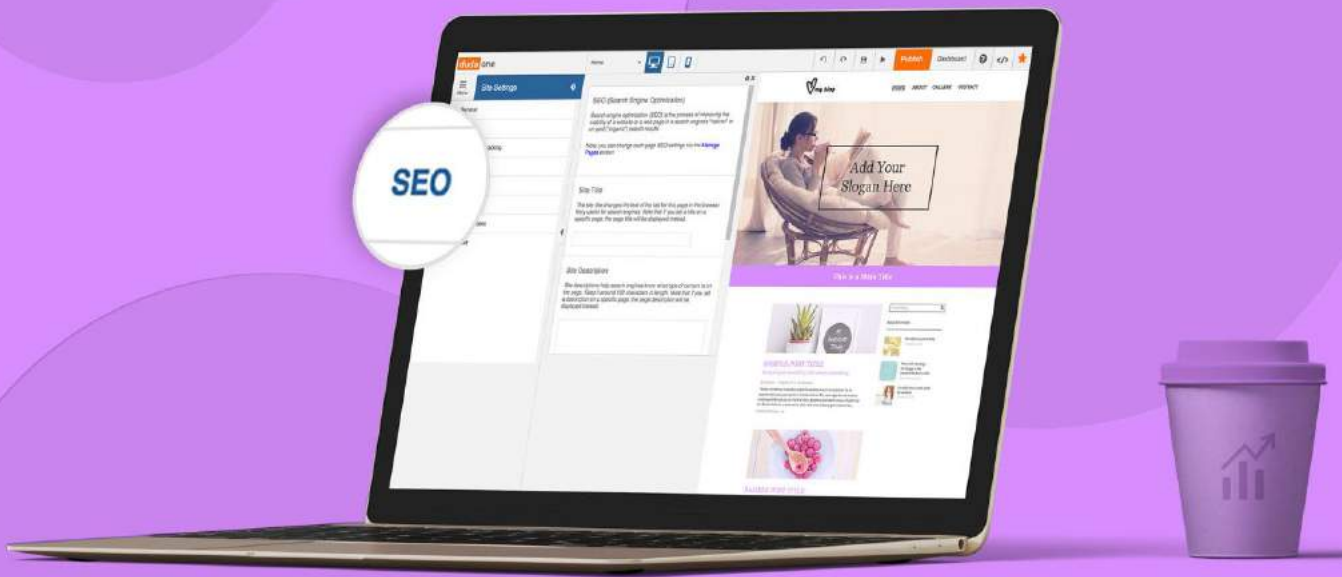
Stats on Website Personalization

There are a few statistics that show how much web personalization can help the success of your website.

- Nearly three in four (74 percent) online website visitors become frustrated with websites when the content that is displayed, has nothing to do with their interests.
- In-house marketers who personalize their clients' websites see an average of 19 percent uplift in responses.

We create dynamic church websites that can change, according to a visitor's behavior, such as visit history, proximity to your church, time of day/week/month, device type, etc., adapting your content to deliver a customized experience.

Website personalization truly is one of the next great frontiers in web design.



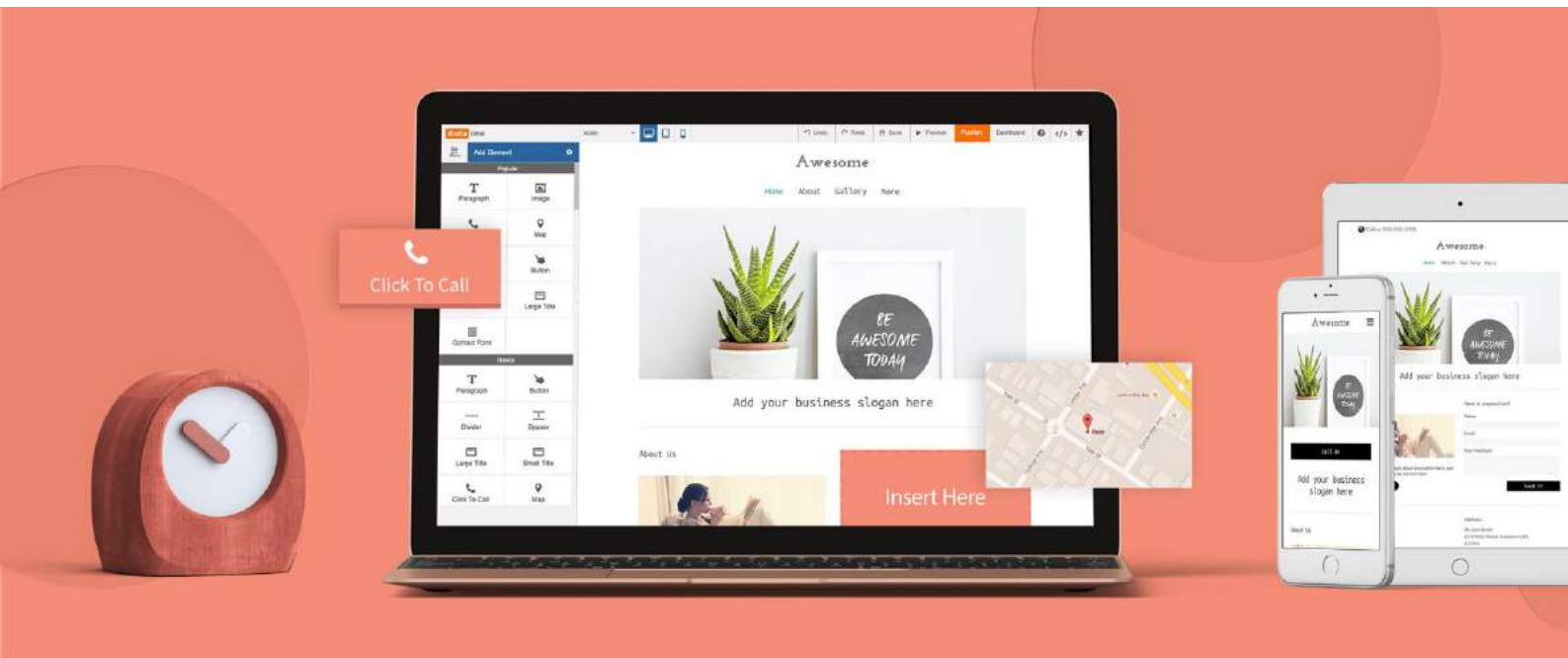
Better Search Engine Optimization (SEO)

SEO is one of the most powerful tools available for helping visitors find you. Search engine optimization relates to how well your site does in search rankings on engines like Google and Bing. The higher your site climbs, the more likely you gain first-time visitors.

Knowing this, we employ the best of the best SEO practices on all of our sites to assist our clients in gaining the most traffic possible.

Again, this is where responsive design comes into play. The websites created are structured under one single URL (e.g. www.examplesite.com), which makes it easier for the search engines to find relevant information on your site. This is especially important for highly-valued mobile search traffic.

Currently, mobile devices are winning the battle for supremacy in local search. According to a study from Google, four out of five consumers conduct local searches on search engines and 88 percent of them are doing it on smartphones.



Visitor-Attracting Features

Having a beautiful website is only part of the challenge — your church or ministry also needs a site that can perform. Following is a list of our special features that we can build into your site.

Click-to-Call

Enables visitors to call in one click from a mobile device.

Maps

Integrated with Google Maps, provides step-by-step directions to your location.

Multi-Location

For churches across a region, we can provide a map that details each church location.

Tickets and Coupons

For putting tickets and coupons into the hands of visitors. You can also control the amount of discount, duration, etc.

Office Hours

A crucial part of any website, this widget can be filled out manually or automatically imported from elsewhere.

Contact Form

A drag and drop Form giving a visitor an alternative way of reaching you.

Custom HTML

Top-Tier clients can add HTML/CSS/JavaScript to a page directly. Good for third-party integrations or custom coding.

Click-to-Email

Provides visitors with the ability to directly email the church or ministry that owns the website.

List

Provides a list of any content from documents to messages and sermons.

Image Slider

Give visitors a swipe-able image slider to view multiple images without taking up site space.

Photo Gallery

Include on any page(s), with a shadow box option to focus attention on the image.

File Upload

Upload PDFs, mp3 files, spreadsheets, and more.

Social Icons

Links to your social media pages are neatly arranged and can be placed anywhere on your website.

Video

You may embed any YouTube or Vimeo video by dragging this widget into place.

Twitter Feed

Keep visitors up to date by displaying a live Twitter feed.

Facebook Comments

Allows visitors to comment on a linked Facebook page without leaving your site.

Facebook Album

Add a photo gallery of images from your Facebook page.

Facebook Like

Enables visitors to like your church's Facebook page without leaving the site.

Share

Visitors can share the site on their social media networks simply by clicking on this icon.

Blog Feed

Incorporate blog posts from another source directly on your site.

Superior PageSpeed

High-speed website performance isn't a luxury for a great website — it's a requirement. Not only do people expect a page to load quickly, but Google has indicated that pagespeed is a direct factor for SEO. Neither your visitors nor Google have a second to spare waiting for a page to load, so pagespeed is one of our top priorities.

When we are crafting our sites, we go through extreme lengths to ensure that we live up to the promise of a fast site, and we routinely test the speed of your site to double check that we maintain that standard. Here are a few ways we achieve the speeds demanded by both Google, Bing and your visitors:

Optimized Images – Our images go through a process that generates a number of images in different sizes (to be delivered as needed to the device your visitor is using) and compresses them without losing quality.

Server Response Time – Sites that we host will display for your visitors very quickly. We write our code and design our infrastructure specifically to this end.

Global CDN – To double-up on speed, we use a global CDN, (Content Delivery Network) so no matter where someone is located when trying to view your site, the load-time is just a few seconds.

Constant Testing – We routinely test your site speed scores to make sure they meet our standards.

Better Overall Experience

So now you know the nuts and bolts of our website building process, and you have a better understanding of the features that we offer. But what all of this really comes down to is, at the end of the day, we want to help you, our church client succeed in your online ministry.

Why Work With Us

This is also a ministry for us. And we are committed to doing our best to deliver a personal and exceptional website experience to potential visitors, at an affordable cost for churches. We also care to deliver an exceptional experience to you, our client. And we strive to do so, faithfully, and dependably.