

04

It breaks on a phone

Church website mistake 4 of 7

Most people who look up a church do it on a phone. A site designed for a desktop screen and squeezed down afterward loses them in the first few seconds.

What it looks like

- ✗ Text so small you have to pinch and zoom
- ✗ A menu that won't open, or opens off the edge of the screen
- ✗ Buttons and links too close together to tap
- ✗ Sideways scrolling, or photos cut off at the edge
- ✗ Schedules, newsletters, and forms posted as PDFs that are unreadable on a phone
- ✗ Pop-ups that cover the page and are hard to close

Why it matters

Your website gets judged on whatever screen the visitor is holding, and usually that is a phone.

When a church site is clumsy on a phone, the visitor doesn't think "old website." It is easy for them to assume the church is out of touch too.

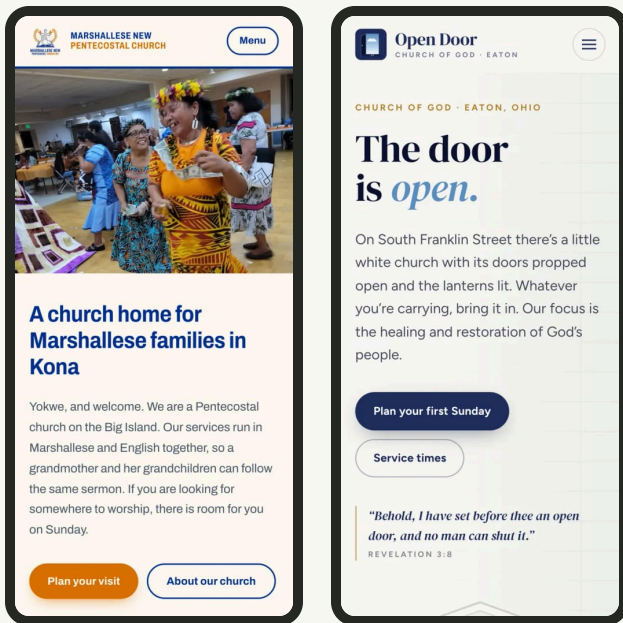
Five-minute check

Pick up your phone, turn off Wi-Fi, and open your website.

- ☐ Did the homepage load in a few seconds?
- ☐ Can you read everything without zooming?
- ☐ Does the menu open and close cleanly?
- ☐ Can you tap to call and tap for directions?
- ☐ Can you give online without switching to a desktop view?

How to fix it

- 01 Design for the phone first, then widen the layout for a desktop, not the other way around.
- 02 Keep body text at 16 pixels or larger, and make buttons big enough for a thumb.
- 03 Turn PDFs into real web pages: service schedules, newsletters, and statements of faith.
- 04 Compress photos so the homepage loads quickly on a cell signal.
- 05 Keep the most-used actions (Visit, Watch, Give, Call) where a thumb can reach them.
- 06 Test on a real iPhone and a real Android phone, not just a narrowed desktop window.



What it looks like done well

Marshallese New Pentecostal Church

Kailua-Kona, HI, and Open Door Church of God, Eaton, OH

Two church homepages built for the phone first: large type, one main button, and the service time in reach.

[Visit mnpchurch.com](http://mnpchurch.com)

Want a second set of eyes on your church website?

Tell us about your church. We'll look at your current site and send back a free website plan, with no cost or commitment.

dfd.llc/church-website-development

All seven: 1. The homepage is a bulletin board · 2. Service times are hard to find · 3. Nothing for first-time guests · 4. It breaks on a phone · 5. Old events are still up · 6. Only one person can update it · 7. No one is watching the domain