

03

Church website mistake 3 of 7

Nothing for first-time guests

Most church websites are written for the people who already attend. The person deciding whether to come for the first time has quieter questions, and the site never answers them.

What it looks like

- ✗ No "Plan your visit" or "I'm new" page
- ✗ Nothing about parking, which door to use, or what to wear
- ✗ No word on what happens with children during the service
- ✗ No hint of how long the service lasts or what it is like
- ✗ Insider words everywhere: ministry acronyms, room names, "VBS," "the annex"

Why it matters

Walking into a church for the first time takes courage. People want to know they won't be the only one in jeans, that their kids will be safe, and where to go when they arrive.

When the website answers those questions, the visit feels possible. When it doesn't, it is easier to stay home.

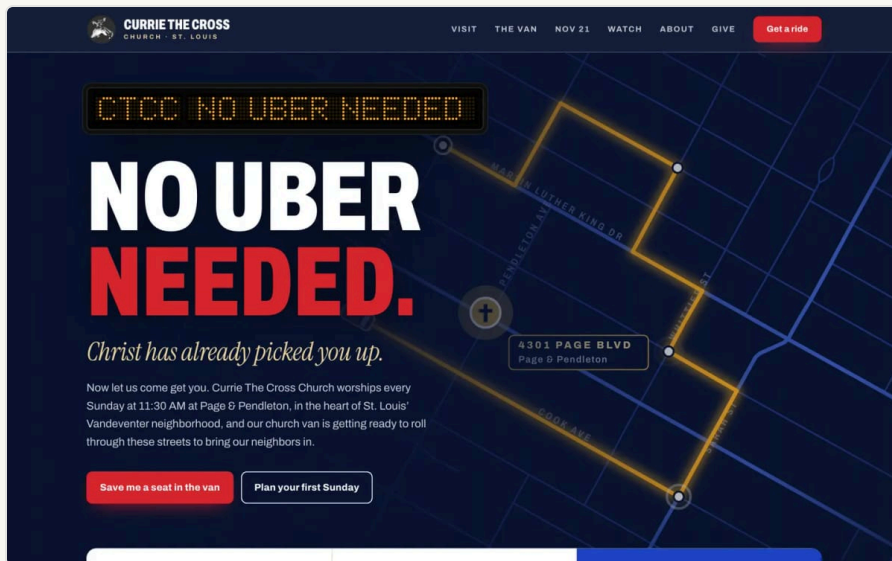
Five-minute check

If you can't tick every box, start with the fixes on the next page.

- ☐ Is there a page for first-time guests, and is it in the menu?
- ☐ Does it say where to park and which door to use?
- ☐ Does it say what people wear?
- ☐ Does it say what happens with children?
- ☐ Would someone who has never been to church understand every word?

How to fix it

- 01 Create a page called "Plan your visit." Link it from the main menu and from the main homepage button.
- 02 Answer in plain words: when to arrive, where to park, which door to use, what people wear, how long the service lasts, and what it is like.
- 03 Explain what happens with children: nursery ages, check-in, and whether kids stay in the service.
- 04 Add a photo of your entrance so guests recognize it from the parking lot.
- 05 Include a short note from the pastor and an easy way to say "I'm coming."
- 06 Read every page as a stranger would, and replace the insider words.



What it looks like done well

Currie The Cross Church
St. Louis, MO

The homepage leads with the church van ("No Uber needed") and two next steps for a newcomer: save a seat in the van, or plan your first Sunday.

Visit www.curriethecrosschurch.org

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