

06

Church website mistake 6 of 7

Only one person can update it

Many church websites depend on one volunteer: the person who built it, holds the password, and knows how it works. When that person gets busy or moves away, the website stops changing.

What it looks like

- ✗ Nobody on staff knows the login for the website, the domain, or the hosting
- ✗ The accounts sit in a volunteer's personal email
- ✗ Updates wait weeks for "the website person"
- ✗ The page builder is complicated enough that people are afraid to touch it
- ✗ Small changes cost a fee and a support ticket

Why it matters

Church websites go stale when updating them is hard. Asking that one volunteer to try harder doesn't fix it.

What fixes it is the church owning its own accounts and making updates easy enough that more than one person can do them.

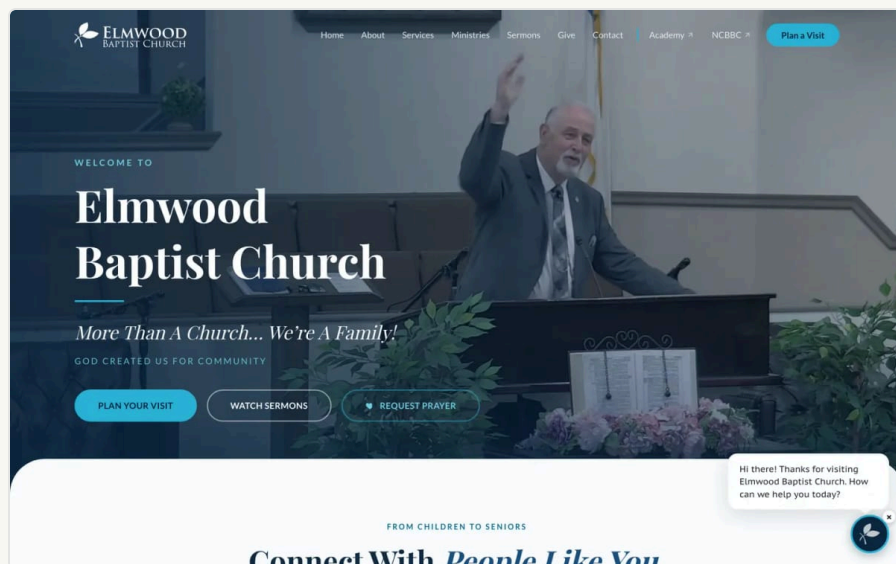
Five-minute check

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

- ☐ Do you know who owns your domain account?
- ☐ Is it under a church email address?
- ☐ Could two different people update the website this week?
- ☐ Do you know where the logins are kept?
- ☐ Could a new staff member learn to make a simple change in ten minutes?

How to fix it

- 01 List every account: domain registrar, hosting, website editor, email, Google Business Profile, giving platform, YouTube, and Facebook.
- 02 Move each one to a church email address (such as office@yourchurch.org), not a personal one.
- 03 Give at least two people access to each account, and keep the logins in a shared password manager.
- 04 Choose an editing method a non-technical person will actually use. On our sites, staff type what they want into ChatGPT or Claude, such as "Change the Christmas Eve service to 6 PM," and check the change before it goes live.
- 05 Write down who to call when something breaks.



What it looks like done well

Elmwood Baptist Church
Brighton, CO

“The editing software is unbelievable. It’s like magic.”

Rick Lopez, Elmwood Baptist Church

Elmwood’s own team makes their updates.

Visit www.elmwoodbaptist.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