

05

Church website mistake 5 of 7

Old events are still up

Nothing tells a visitor “nobody is home” faster than last Easter’s banner still on the homepage in October.

What it looks like

- ✗ Events from months ago on the homepage or the events page
- ✗ A Christmas or Easter banner long after the holiday
- ✗ A staff page listing people who have moved on
- ✗ “Coming soon” pages that never came
- ✗ Sermons that stopped being posted a year ago
- ✗ A current Facebook page next to a forgotten website

Why it matters

Visitors read a stale website as a stale church. They also can’t tell which details to trust: if the events are old, maybe the service time is too.

Your own church family notices as well. Once the website falls behind, they stop checking it, and it becomes harder to tell them anything.

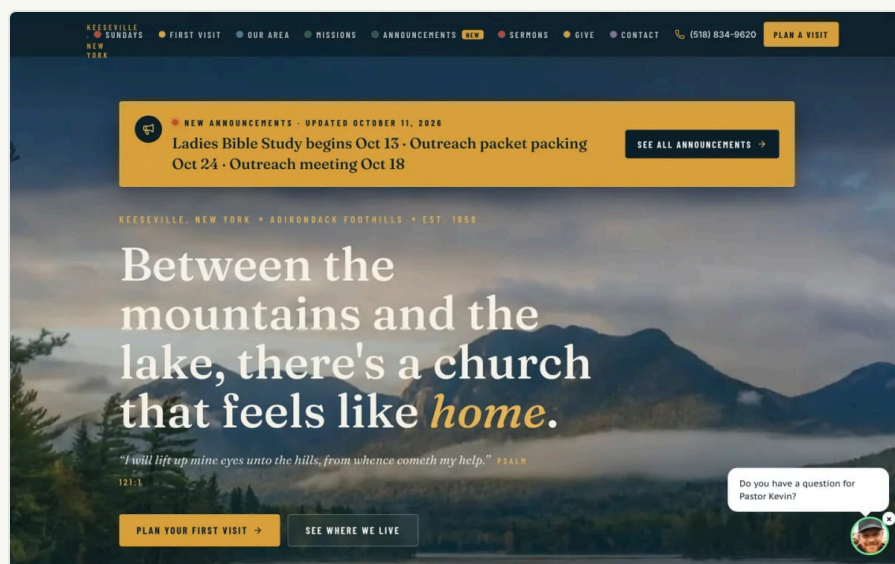
Five-minute check

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

- ☐ Is everything on your homepage still true today?
- ☐ Does your events page show only upcoming events?
- ☐ Is everyone on your staff page still on staff?
- ☐ Was your latest sermon posted in the last month?
- ☐ Does any page still say “coming soon”?

How to fix it

- 01 Give every event an end date, and set the website to hide events once they are over. Ours do this automatically.
- 02 Keep dates out of the homepage headline unless they come down on their own.
- 03 Name one person to check the website on the first Sunday of every month.
- 04 Keep a short list of pages to review: homepage, events, staff, service times, and sermons.
- 05 If you post sermons to YouTube, have the website show the latest one automatically.
- 06 Delete pages you can't keep up, rather than leaving them to go stale.



What it looks like done well

Independent Baptist Church
Keeseville, NY

The announcements banner at the top shows the date it was last updated, so a visitor knows at a glance that the page is current.

Visit www.ibck.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