

02

Church website mistake 2 of 7

Service times are hard to find

Nearly every visitor arrives at a church website with the same question: when is the service, and where? If they have to hunt for the answer, many stop looking.

What it looks like

- ✗ Service times appear only in the footer, on an About page, or inside a PDF bulletin
- ✗ Times without a day ("10:30 & 6:00"), or no word on which one is the main worship service
- ✗ The address is missing, or it is an image that can't be tapped or copied
- ✗ The website, Google, and Facebook each show different times
- ✗ A summer or holiday schedule change posted on Facebook but not on the website

Why it matters

A first-time guest usually looks you up on a phone, often the night before. They want a day, a time, and an address they can tap for directions.

When those three things are buried, the website has missed the most basic thing it is for. The guest won't call the office to ask. They will go somewhere that made it easy.

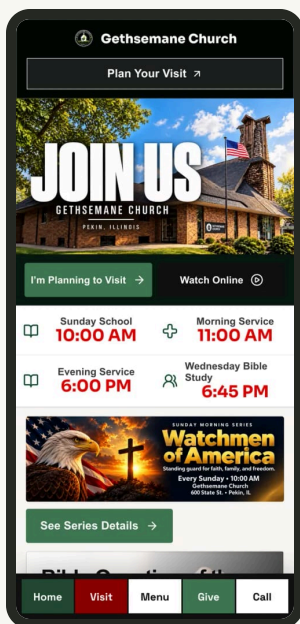
Five-minute check

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

- ☐ On a phone, can you see the service time without scrolling?
- ☐ Does every time have a day and a name?
- ☐ Does tapping the address open directions?
- ☐ Does tapping the phone number dial it?
- ☐ Do your times match your Google listing exactly?

How to fix it

- 01 Put the main service day and time in the first screen of the homepage.
- 02 Label every service: "Sunday School 9:45 AM · Morning Worship 11:00 AM · Wednesday Bible Study 7:00 PM."
- 03 Make the address a link that opens in maps, and the phone number a link that dials.
- 04 Repeat the times and address in the footer of every page.
- 05 Update your Google Business Profile and Facebook page the same day you change the times on your website.
- 06 Announce holiday or summer changes in a dated banner that comes down on its own.



What it looks like done well

Gethsemane Church

Pekin, IL

On a phone, all four service times sit right under the welcome photo, and a bar at the bottom of the screen keeps Visit, Give, and Call one tap away.

Visit www.tgc1611.org

Want a second set of eyes on your church website?

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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