

## Review Your Website for the New Year

The New Year is a good time to take inventory' of a wide array of parish good practices. One of them is to tend to your parish website.

While Facebook and other social media are an important method of communicating your parish to the world - the website still remains your communication front door. Many parishes are experiencing a flurry of new people and inquirers. So it's clear that people are looking for churches -- Orthodox Churches.

This check list will help you be prepared:

1. **Does the home page** of your website prominently display services times, church address, parish phone number?

2. **Have you asked someone** *not* affiliated with your parish to offer a bare knuckled review of your website?

*Ask them to find items that are unclear -- perhaps "insider only info" that may be off-putting to inquirers.*

3. **Do you have photos** of *smiling* people liberally displayed on your site?

*If you have a page describing a class show people in the class --not just words. Do you invite people to join your choir? Show a photo of singing during liturgy. Coffee hour? Same thing. (If you can't find anyone smiling that can lead to other areas of focus!)*

4. **Have you removed** images of people no longer affiliated with the parish?

5. **Have recent baptisms** or adult Chrismations been added to your photos?

*Project an image of growth and renewal. Surely someone is smiling then!*

6. **Is access to online donations** - a button etc. - easy to find?

*(If you haven't noticed most people do not carry cash. Some say checks will be virtually extinct by 2026.)*

7. **Is your calendar** up to date for upcoming services and events?

*(FYI: "Merry Christmas/Christ is Born 2017" is now out of date.)*

8. **Have you added info** about important events for the next 4-5 months?

*Particularly those that would be of interest to inquirers? Do these events indicate a serious Christ centered church --or do they sound more like the Rotary club?*

9. **Do you have a Live Streaming link** to easily access broadcasts or archives of Services?

*Many parishes experiencing new faces find the visitors first checked things out via live stream.*

10. **Has your site gotten cluttered** over the years?

*Do some winter clean-up.*