

Maximize What You Have

Making Your Website Work Harder

Church Tech Conference

Facilitator: Tad Anglin



Contact Accessibility Tips

- Clear 'Contact Us' in top menu and footer
- Simple contact form: name, email, message
- Optional staff directory with roles & photos
- Tap-friendly phone and email links (mobile)
- Live chat via Messenger or Tawk.to
- Auto-responses like: 'Thanks, we'll reply soon!'



Real-World Scenario

- A first-time visitor has a question about childcare...
- If there's no clear contact method, they may never come.
- Make it easy, friendly, and instant to connect.
- Your site shouldn't just inform—it should invite!



Teaching Notes: Prioritize Visitors

- Design for first-time guests: Show service times, location, what to expect
- Simplify navigation: 5–7 menu items max
- Highlight giving, events, and sermons
- Ensure mobile responsiveness (60%+ users)
- Use real photos and welcome videos for authenticity
- Track traffic via Google Analytics



Discussion Questions & Final Takeaway

- Who is your homepage designed for?
- Is service info and giving easy to find?
- Is your site mobile-friendly and up-to-date?
- What's your site telling people about your church?
- Final Thought: Your website is your first impression—make it count!