

# Church website check-up

Ben Hollebon | Web and Insights Manager

# Thanks for joining!

- Ben Hollebon – Web and Insights Manager
- Working for the NCIs for 6 years
- Responsible for:
  - Church of England and Archbishops’ website platforms
  - National digital marketing solution and Customer Relationship Management tool
  - Church House Publishing apps
- Find me on Twitter and LinkedIn
- Let us know what other resources we can produce to help you manage your website – [digital@churchofengland.org](mailto:digital@churchofengland.org)



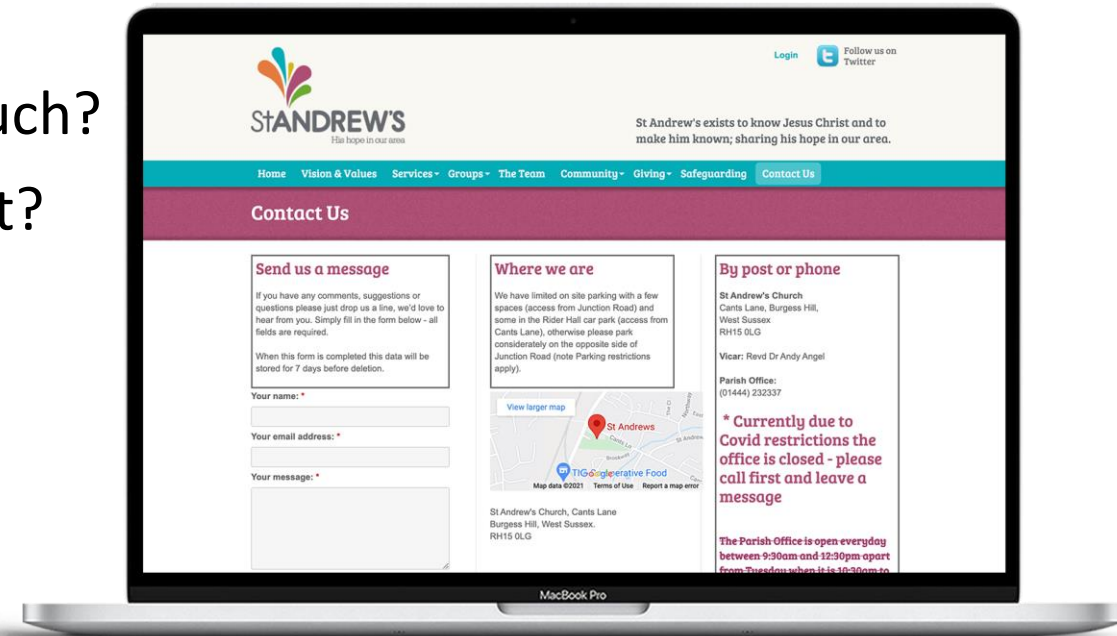
# What are we covering today?

- Key pages to have on your church website
- Ensuring your website and it's content is accessible
- Writing content in a clear and straightforward manner
- Meeting GDPR and data protection laws
- Utilising rich media to enhance your website
- Building specific pages for different audiences
- Updating your website regularly
- And more!



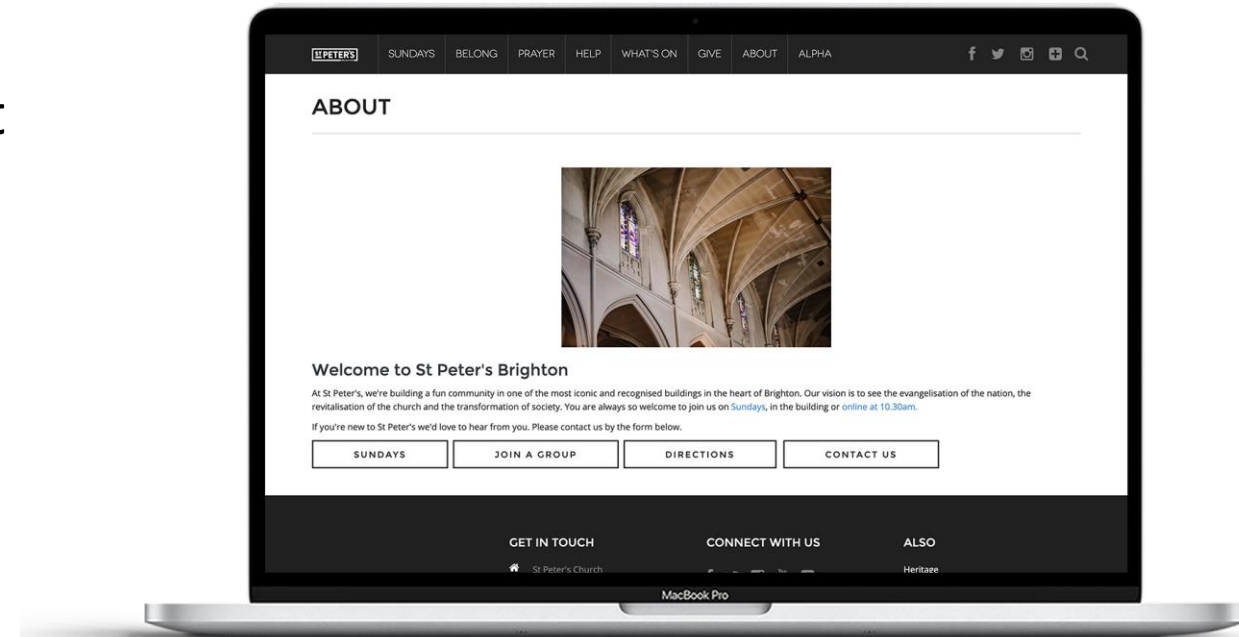
# Key pages to include - contact

- Who is the right person to speak to about different things?
- How long might they wait for a reply?
- What different ways can someone get in touch?
- What other ways can people keep in contact?
  - Public Facebook groups
  - Email newsletters
  - Parish newsletters



# Key pages to include - about

- It's not a junk drawer!
- Why would someone visit the page?
- Video and images, underpinned by text
- Show people, don't just say it
- An opportunity to connect?



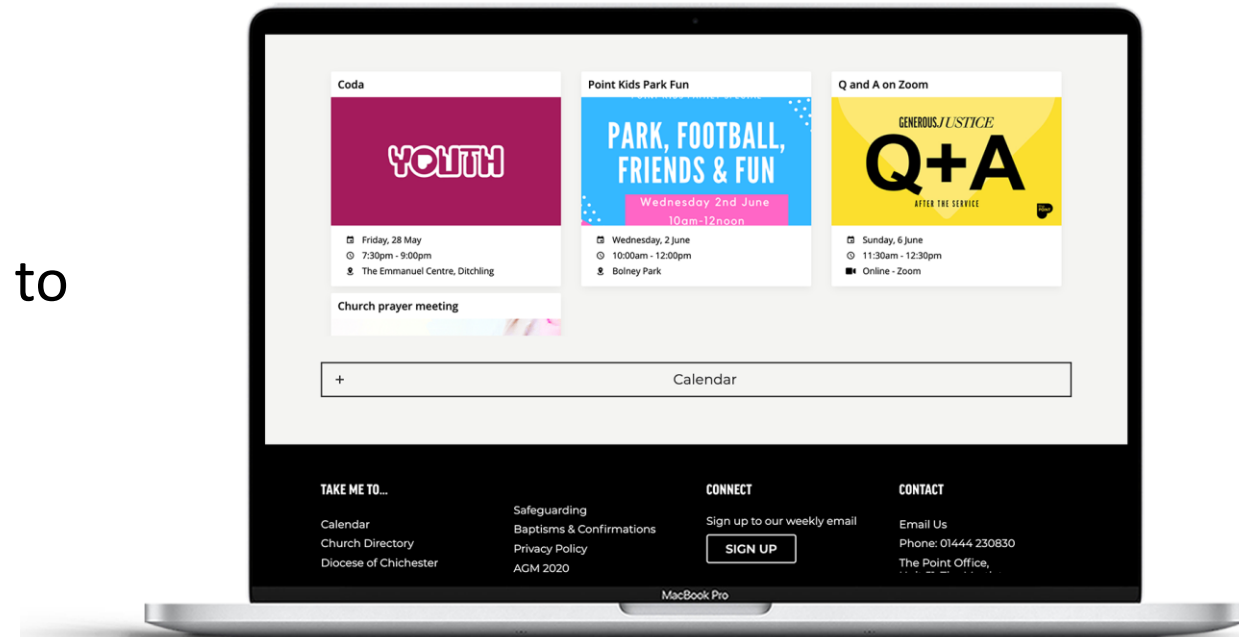
# Key pages to include – I'm new

- First impressions are lasting impressions
- Bringing your key content together
- Prominent on the Home page and Menu
- What to include:
  - A welcome message to come as you are
  - Service times
  - Directions
  - Parking
  - Children's work
  - Pre-school/crèche
  - Typical service length and content
  - Link to a recent message or sermon
  - Images or video showing a service



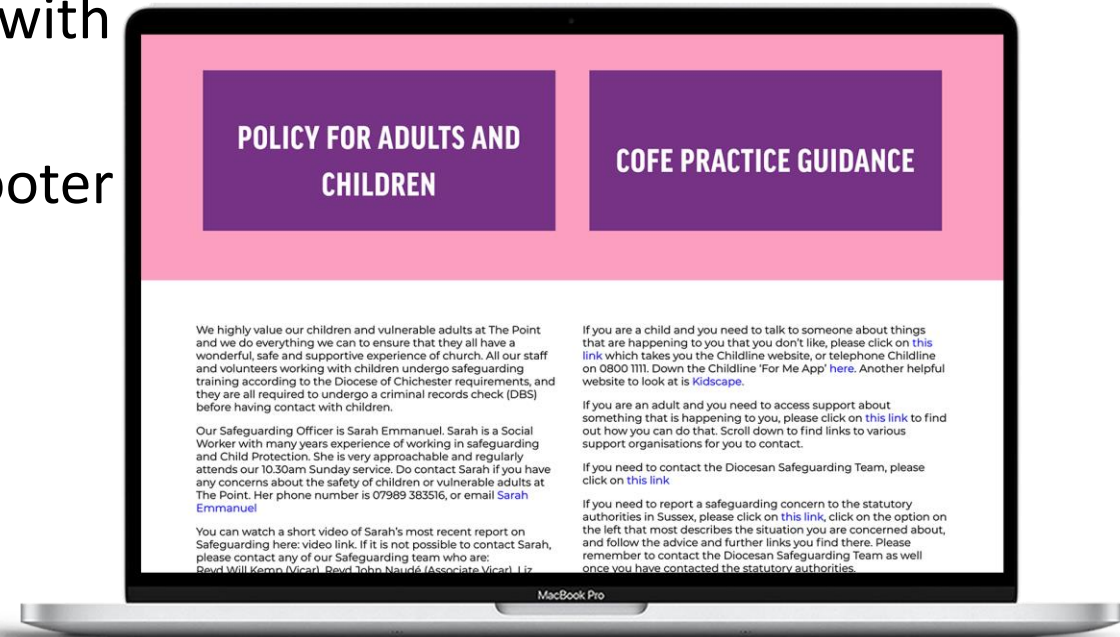
# Key pages to include - calendar

- Church is more than a Sunday service
- Give people the information up front
- Make it easy for them to attend
  - What, why, when and where
- Be organised so that people don't have to
- Look for opportunities to connect



# Key pages to include – safeguarding

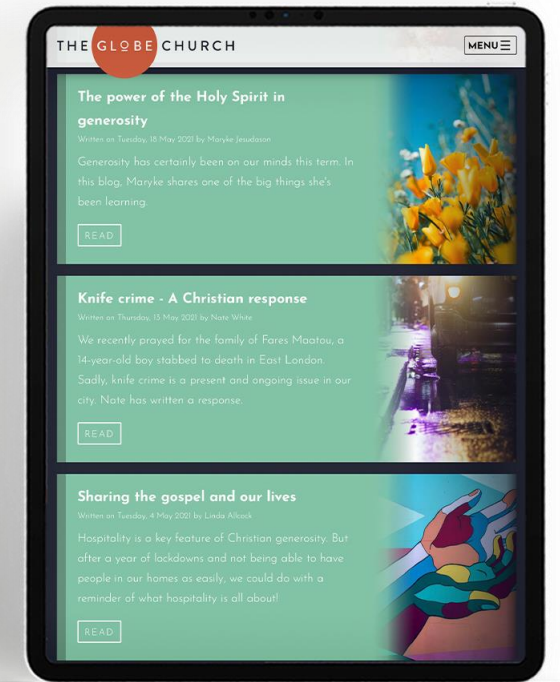
- Ensure that Safeguarding information is clearly visible
- Make it easy, clear and simple for someone with a concern to get in touch
- Promote safeguarding resources in menu/footer
- Link back to National church resources
- *A Church Near You* links automatically
- Becoming more open and supportive





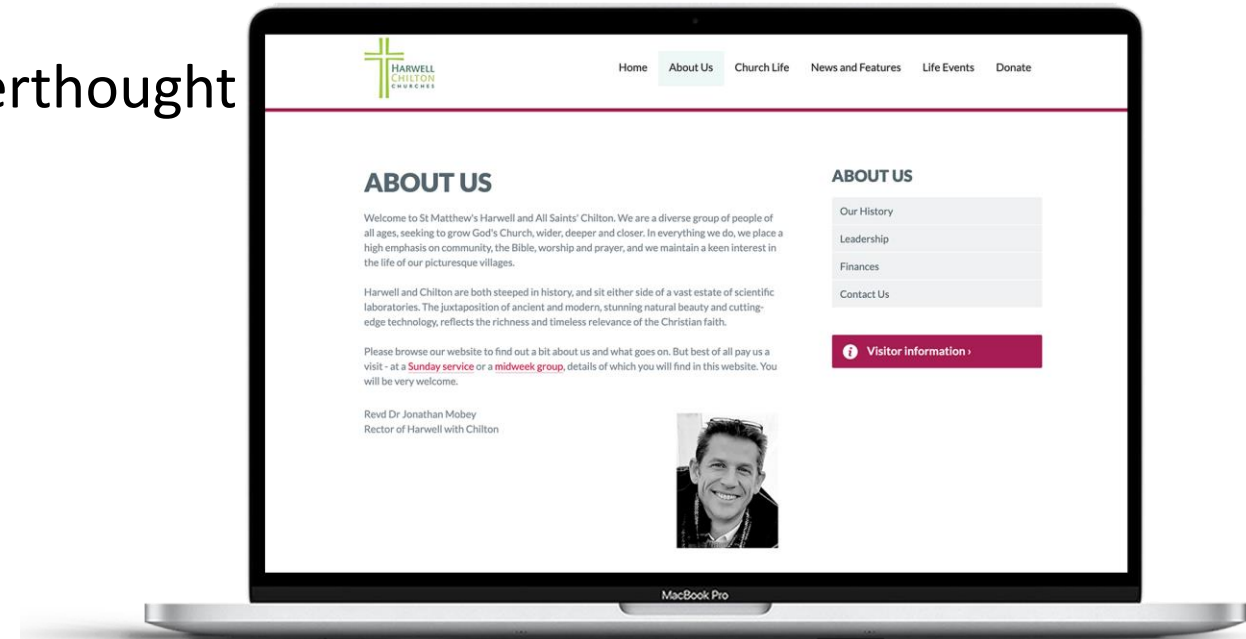
# Keep them coming back for more

- Regularly offer something new
  - News/information
  - Blogs/thought for the day
  - Stories
  - Social media
  - Daily prayers
- Invite a response
  - Pray
  - Get involved
  - Tell you story
- Set dates to review your content
- Update images after events and services



# Accessibility

- *“The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect”*
- This should be on our radar, not an afterthought
- Designed and developed, not tweaked
- It’s beneficial for everyone!

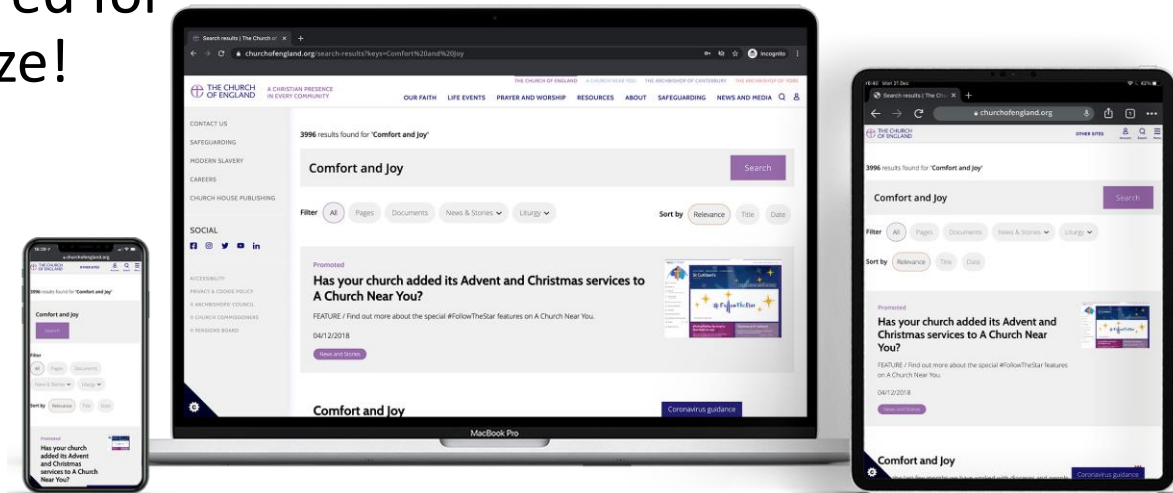


# Accessibility

- Understand how People with disabilities use the web
  - Stories of web users - [www.w3.org/WAI/people-use-web/user-stories/](http://www.w3.org/WAI/people-use-web/user-stories/)
  - Diverse abilities and barriers - [www.w3.org/WAI/people-use-web/abilities-barriers/](http://www.w3.org/WAI/people-use-web/abilities-barriers/)
  - Tools and techniques - [www.w3.org/WAI/people-use-web/tools-techniques/](http://www.w3.org/WAI/people-use-web/tools-techniques/)
- Understand the principles of accessibility:
  - Perceivable information and user interface
  - Operable user interface and navigation
  - Understanding information and user interface
  - Robust content and reliable interpretation
- Charity websites should meet WCAG 2.1 AA standards - [www.w3.org/TR/WCAG21/](http://www.w3.org/TR/WCAG21/) according to law

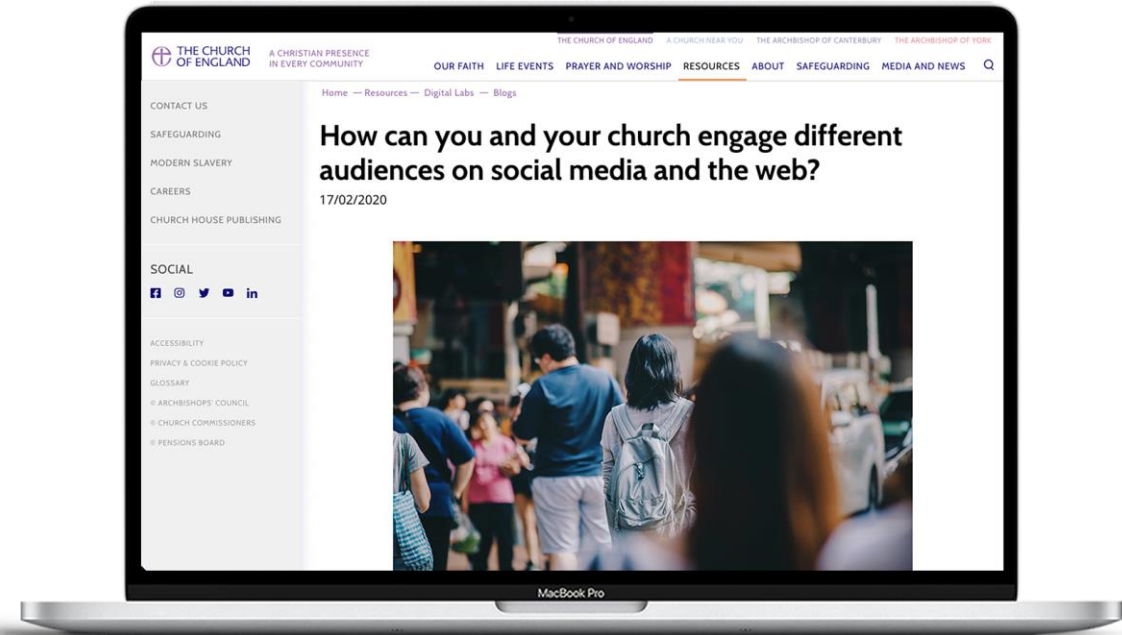
# Mobile friendly

- Mobile has overtaken Desktop
- Browsing habits are changing – think about your users
- Flexibility means your ready for change
- A responsive design means you are prepared for the latest change in smartphone screen size!
- Google is taking notice
- Is your web page mobile friendly?  
[search.google.com/test/mobile-friendly](https://search.google.com/test/mobile-friendly)



# Target audience

- Different pages on your website are for different people
- Words and tone will differ
  - Speaking to a friend
  - Introducing yourself to someone new
- Background knowledge changes people's perceptions
- Build persona's and work from these



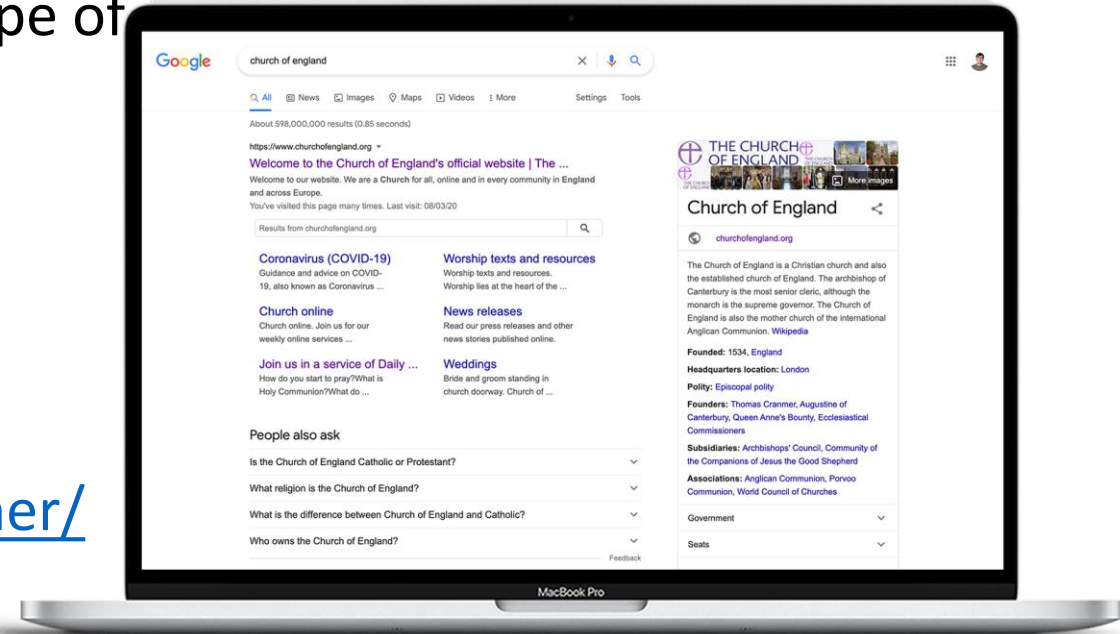
# Language and writing style

- How do you want to come across?
  - Voice – remains consistent
  - Tone – adapts to different scenarios
- Plain English is a toolkit
  - Clear messaging
  - Simple and straightforward words and phrases
  - If jargon must be used, explain what it means
  - Write conversationally
- This is a website, not a thesis



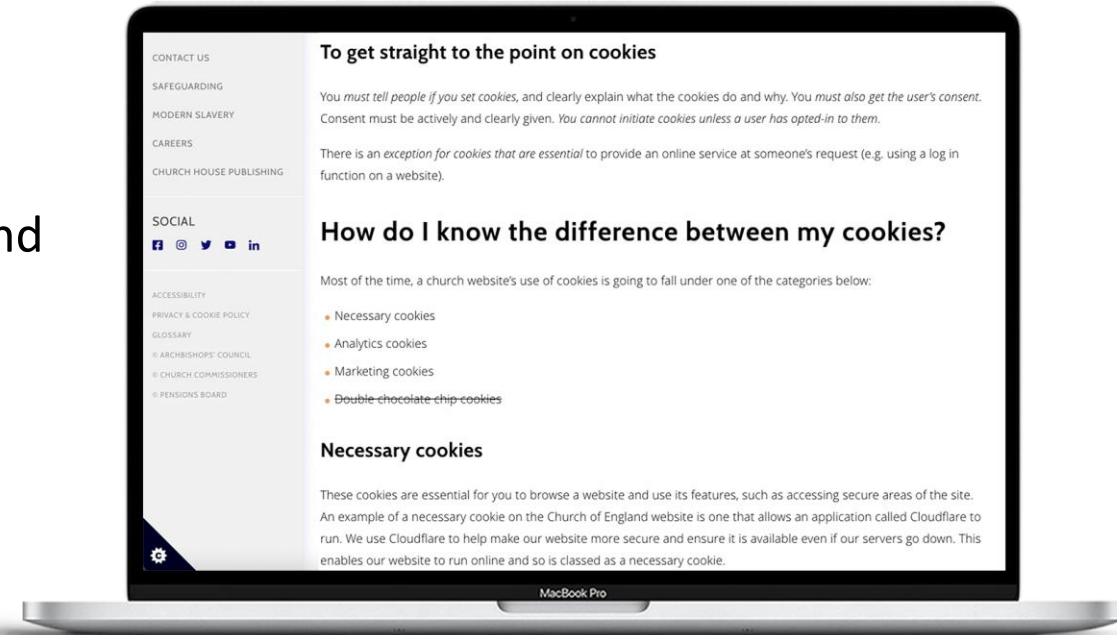
# Search Engine Optimisation

- Increasing the Quality and Quantity of web traffic
- What questions are people asking? What type of content do they want to consume?
- Online traffic is primarily driven by organic search results
- We have to help search engines to help us
- Google SEO starter guide - [developers.google.com/search/docs/beginner/seo-starter-guide](https://developers.google.com/search/docs/beginner/seo-starter-guide)
- Yoast SEO starter guide - [yoast.com/complete-beginner-guide-to-seo/](https://yoast.com/complete-beginner-guide-to-seo/)



# GDPR and data protection

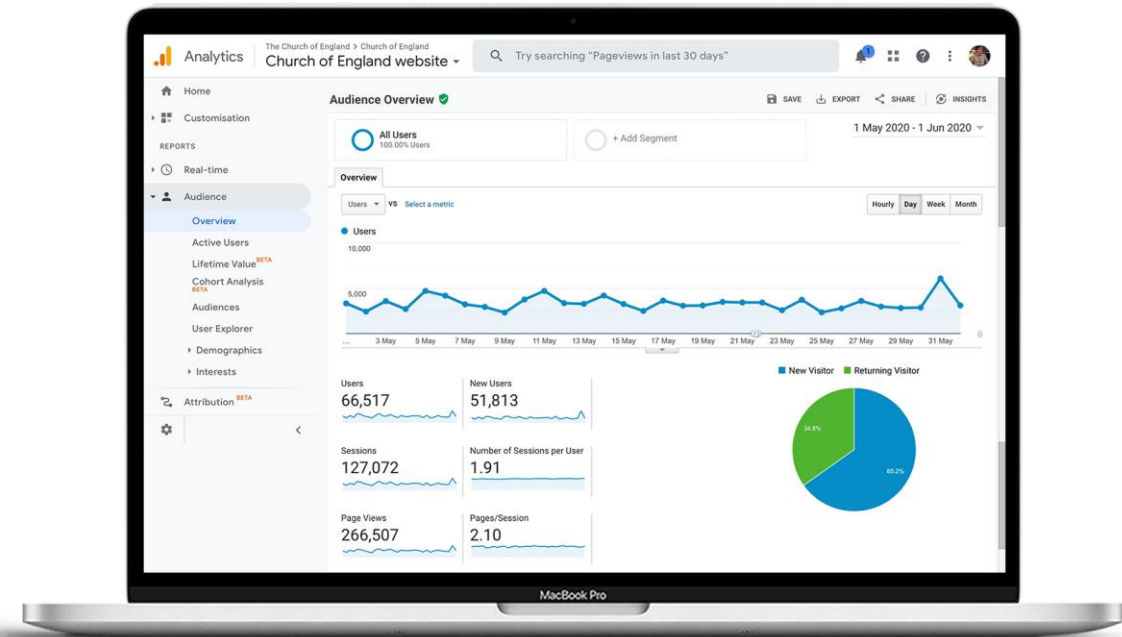
- It's important to keep it simple
- Contact lists
  - Register consent to send people messaging
  - Stick to how they ask for communications
  - Don't stray from what they agreed you could send
  - Don't share their details with anyone else
- Website data
  - Only set cookies if someone accepts them
  - Browsing no longer equates permission
  - The key phrase is *actively and clearly given*
  - Cookies policy page





# Use web analytics to go further

- A website is never finished!
- We can always improve things
- We should listen to user feedback
- We should look at what the data says
- *Making the most out of analytics at 2:45pm*



# Questions





# Thanks for joining

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Find me on **Twitter** and **LinkedIn**