

# Church Website Audit in 4 Steps

This website audit is a good thing to do any time, but especially before major events such as Easter and Christmas.

All the following items should be either on the main page or easily accessible from the main page with *just one click* via a menu, link or button.

## 1. Tell visitors who you are

- The **name of your church** should be displayed prominently and include the town (you may also wish to include the state) and the word "Episcopal."
- Include a **description of your parish** that's succinct (one paragraph is good) and appealing.
- Display a small, curated set of **photos** showing people engaged in worship and/or ministry, and refresh them periodically.
- **Help them learn about The Episcopal Church** by linking to the websites for the [Diocese of Newark](#), [The Episcopal Church](#), and [The Anglican Communion](#). (These links are a good thing to put in the website footer.)

## 2. Tell visitors how to join you in worship

- Make the **worship schedule** easy to find and keep it up to date.
- Likewise make the **address** easy to find. Include a Google map to it (either a link or an embedded map) for easy generation of directions, and a photo of the church building so they know what to look for.
- Include **parking instructions**. (Is there a lot? Street parking?) If the parking lot entrance isn't obvious when using the church address, consider adding a GPS-friendly address.
- If there is **online worship**, make it easy to access it and to download the bulletin.

## 3. Tell visitors how to connect with or follow your church outside of worship

- Display **contact information** for at least one person you know will respond promptly (parish administrator, warden, etc.)
- Display links to **social media** using their standard, recognizable icons.
- If your church has a **newsletter or e-newsletter**, make it easy to subscribe to it from the website.
- If your church accepts **online donations**, put a link/button/menu option to it in the website header so it's displayed prominently on every page.

## 4. Make sure visitors can access all the above using their phone

- Check how the website looks and works on both smart phones and computer monitors. Can you navigate the website on a phone? Does anything display fine on one but awkwardly on the other?