



VISIT

ABOUT

WATCH

NEXT STEPS

EVENTS

GIVE



# ANATOMY

OF AN EFFECTIVE CHURCH WEBSITE

# HOMEPAGE

FEATURING HOMEPAGE DESIGN FOR



# CRAFTING YOUR HOMEPAGE

Your website is your new front door. Potential visitors will investigate you there before they think about showing up for service. Make sure you are crafting your home page with visitors in mind.










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WITH MESSAGING, MARKETING, AND GRAPHIC DESIGN:

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# Homepage Overview

CLIENT: PEOPLE'S CHURCH

HEADER

HERO

INTRO

TIME(S) & LOCATION(S)

NEXT STEPS

LATEST MESSAGE

SOCIAL MEDIA/NEWSLETTER

FOOTER

people's  
CHURCH

ABOUTWATCHNEXT STEPSEVENTSGIVEVISIT

HERO TAGLINE

IT'S OK NOT TO BE OK

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VISIT

OKLAHOMA CITY

9 AM  
10:30 AM  
12 PM

MIDWEST CITY

10 AM  
11:30 AM  
1 PM

NORTHWEST OKC

10 AM  
11:30 AM

INDIANAPOLIS

9:30 AM  
11 AM

CHURCH ONLINE

ABOUT

VISIT

NEXT STEPS

LATEST MESSAGE

WHY WISDOM AND KNOWLEDGE?

GET SMART

GET SMART

A Study On The Book of Proverbs

Click here for more info

MESSAGE ARCHIVE

MORE FROM THIS SERIES

EMAIL

SUBSCRIBE

GET THE APP

people's

The Growth Track

Herbert & Tiffany Cooper

VISIT

Oklaoma City Campus

SUNDAYS: 9AM 10:30AM 12PM

DIRECTIONS

Midwest City Campus

SUNDAYS: 10AM 11:30AM 1PM

DIRECTIONS

Northwest OKC Campus

SUNDAYS: 10AM 11:30AM

DIRECTIONS

Indianapolis Campus

SUNDAYS: 9:30AM 11AM

DIRECTIONS

HOME

EVENTS

WATCH

GIVE

CONTACT

ABOUT

Pastors Herbert & Tiffany

Our Story

Staff

Beliefs

NEXT STEPS

Growth Track

Groups

Events

Baptism

Share your Story

KIDS

Kids Events

Pre-Register Your Kids

STUDENTS

Students Events

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SITE BY ARTSPEAK CREATIONS

# YOUR HEADER

## — Keep your header simple.

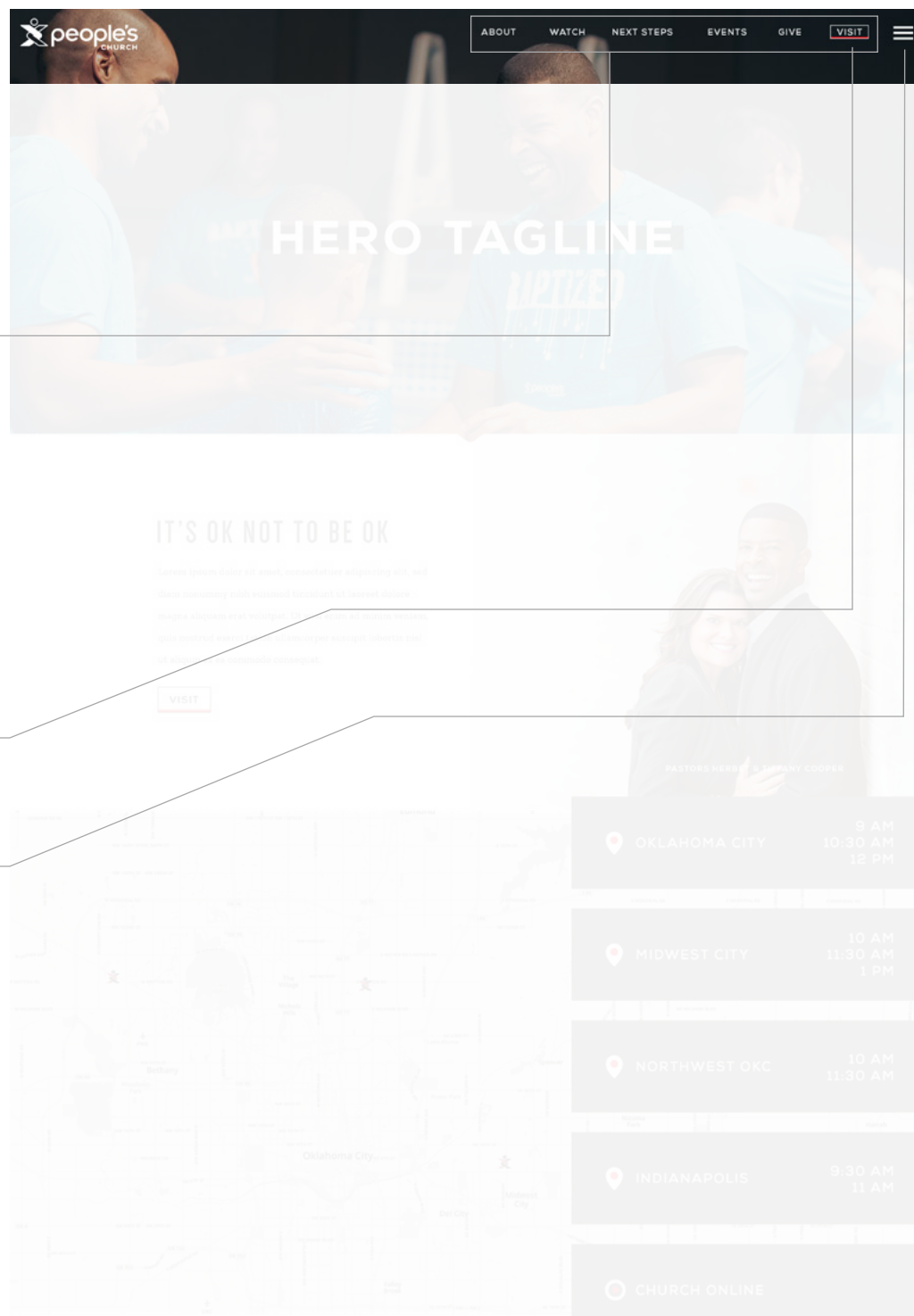
Don't crowd your main menu with too many links – stick with the main things that you want people to do next. We recommend:

- About, Connect (or 'Next Steps'), Watch, Events, Visit

## — Name your menu items with the verbs that you want people to do. You are setting up the site according to their perspective and making it about them.

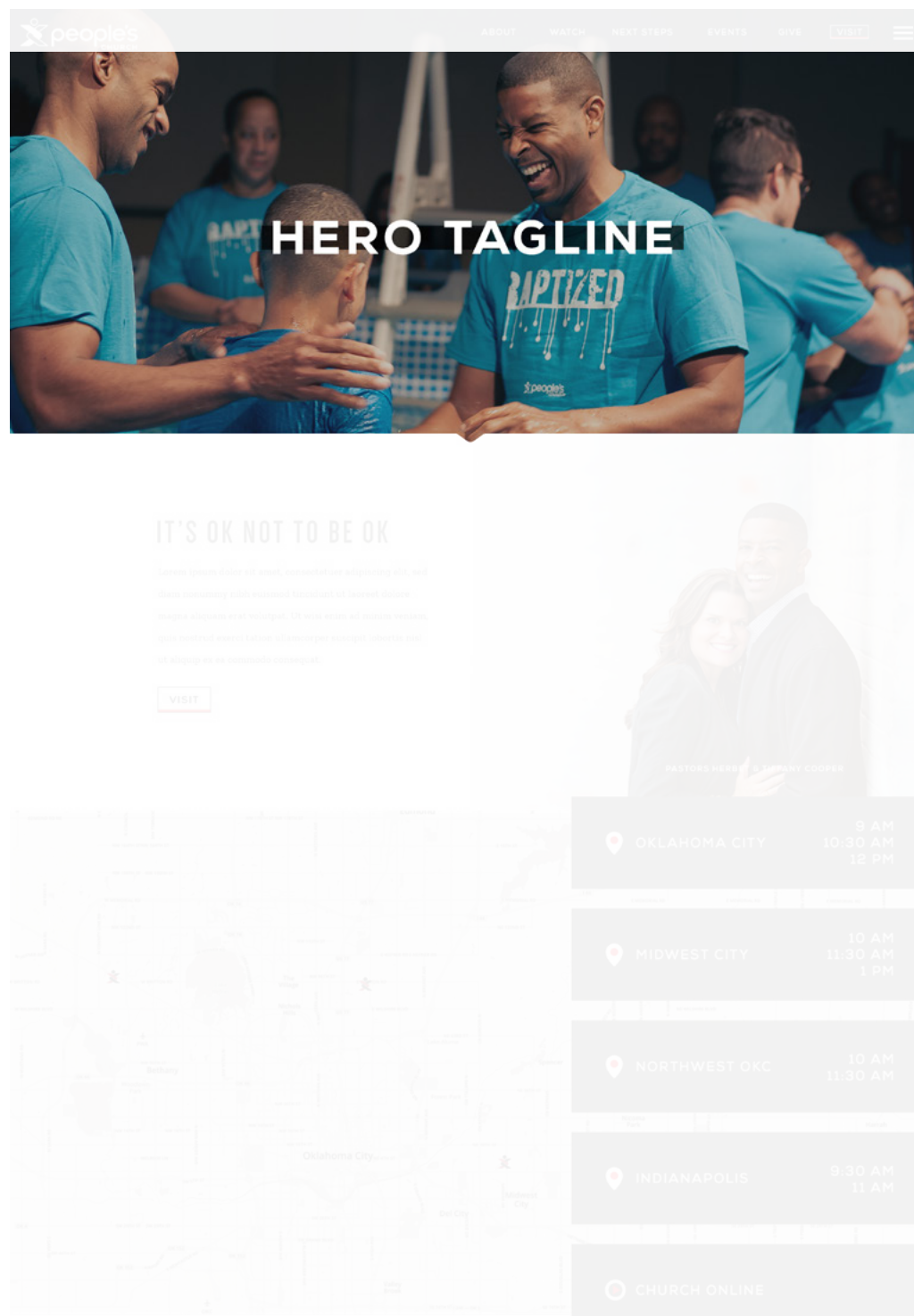
## — We recommend putting "visit" on the right and highlighting it. Make it obvious that this is the next step for a potential visitor.

## — All the other menu items are of most interest to people who already come to your church. Let's put them in a fly-out menu or down in the footer.



# YOUR HERO

- **The "Hero"** is the first thing people see when they come to a page.
- **Intrigue them.** Congratulations! A new potential visitor just arrived on your website! Do this right, and they might just show up on Sunday. The next 2 seconds could change their life. That's just enough time for them to read a handful of words to tell them why they should keep scrolling your site. Carefully craft your hero message in a way that pulls them into the rest of the website experience.
- **Paint a picture.** A picture is worth a thousand words, so show them what your church looks and feels like.
- **Consider a background video.** A church is such a diverse, vibrant, multi-faceted community that no single static background image can truly do it justice. A background video can help you quickly communicate not only information but emotion about your church.
  - *Keep it short.* We recommend 30 seconds or less.
  - *Use compression.* The larger the file, the more data it uses and the slower it will be to start playing. We like to compress the video file down to 15 MB or less.







# YOUR INTRO

— **You've intrigued them with your hero section,** and they've scrolled down enough to learn more. We recommend a couple sentences here for you to introduce people to your church and what makes you different.

## IT'S OK NOT TO BE OK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

VISIT

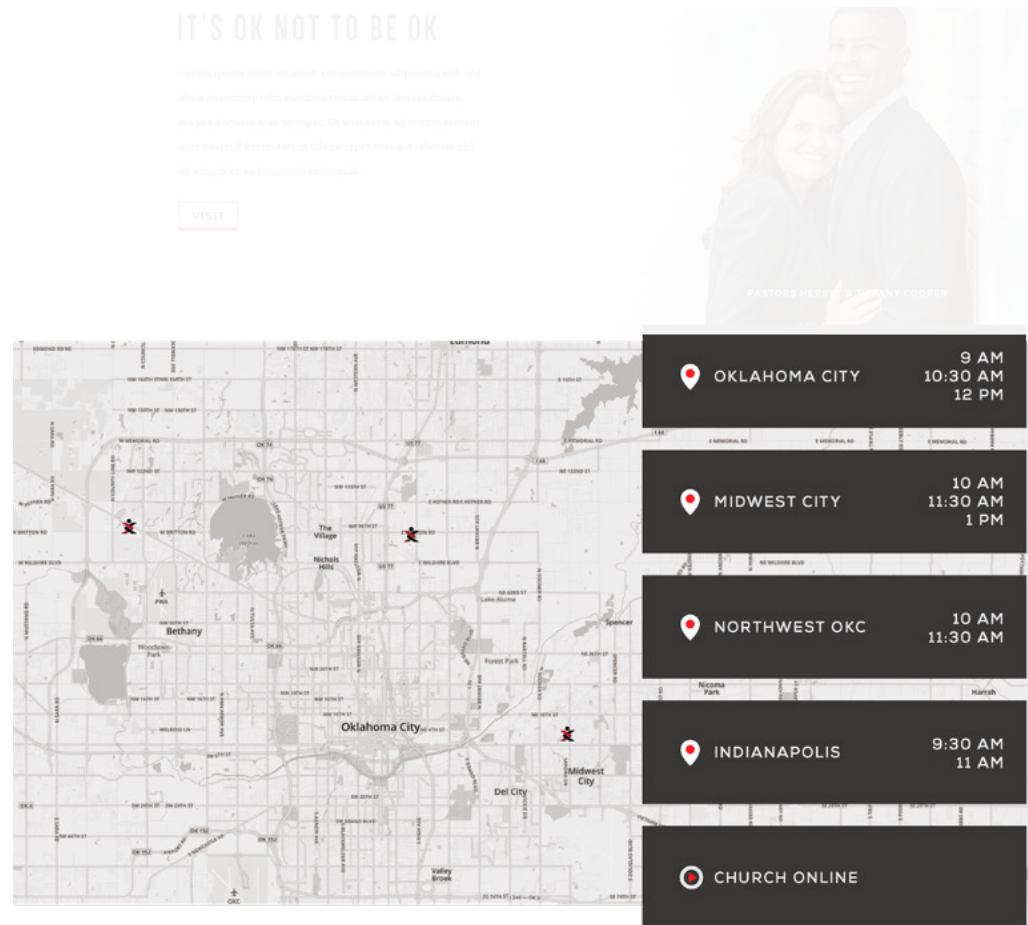


PASTORS HERBY & TIFFANY COOPER

OKLAHOMA CITY	9 AM 10:30 AM 12 PM
MIDWEST CITY	10 AM 11:30 AM 1 PM
NORTHWEST OKC	10 AM 11:30 AM
INDIANAPOLIS	9:30 AM 11 AM
CHURCH ONLINE	
CHURCH ONLINE	

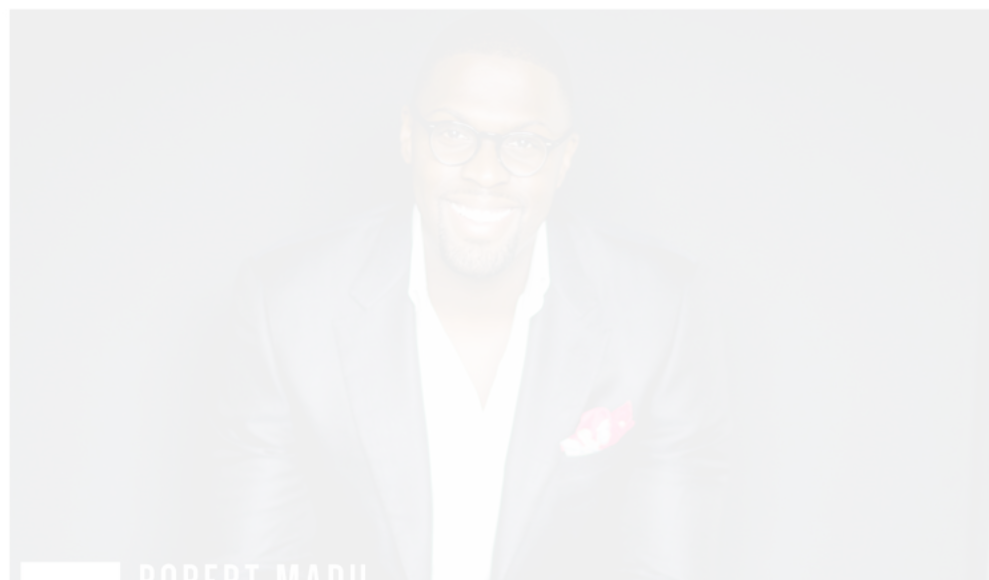
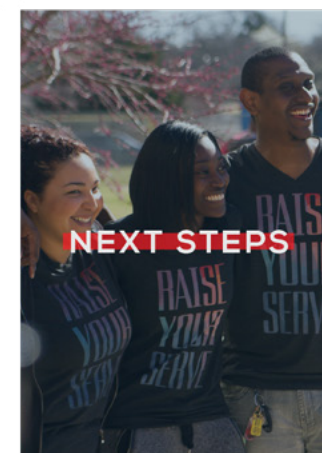
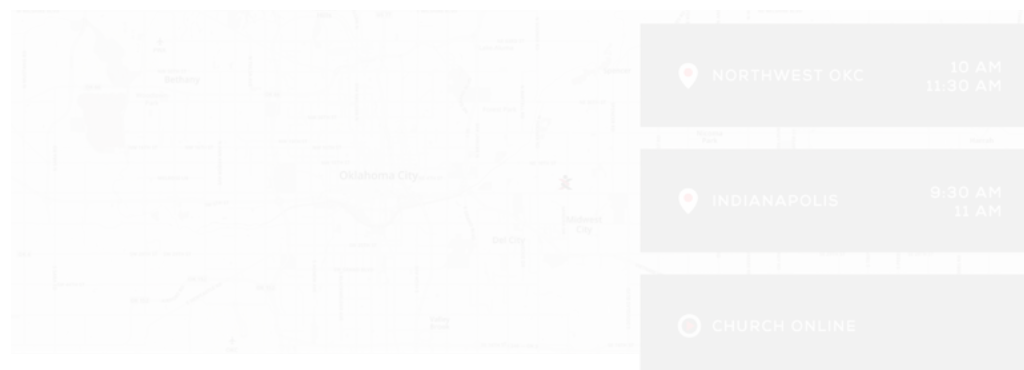
# YOUR TIME(S) & LOCATION(S)

- Don't make people search through the menus to figure out when and where you meet. Make sure it's front and center.
- Make sure you have easy links to get directions, especially for people who are on their phone on Sunday morning, trying to figure out how to get there.
- **Consider a Map.** A map gives people a general idea of where you are, allowing them to quickly gauge how long it might take for them to get there, and a visual for them to remember. However, *don't* use an interactive map, which will only slow down the page load times.



# SUGGEST THEIR NEXT STEP

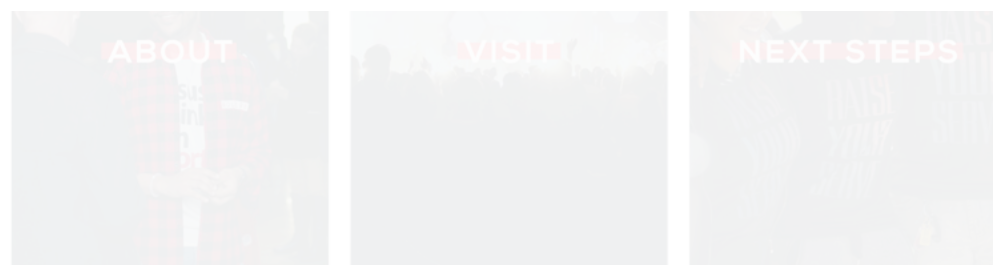
- Don't leave visitors guessing where they should go next. Offer them some suggestions that help them move towards a decision to come or become more connected to your church.
- **Visit** (or What to Expect): Make it clear that this is the next step for them.
- **About** (or Learn More): Many people will want to know more about your church, your beliefs, and your leadership before they are ready to visit on Sunday.
- **Connect** (or Next Steps): We like the word "Connect" instead of things like "ministries", since the new attendee feels the need for community and connection.





# YOUR LATEST MESSAGE

- Including this section on the home page serves both the potential visitors and your attenders. Your regulars will check back in to see the latest message, while it gives a potential visitor a chance to encounter a core piece of your church experience.
- Offer links to your full message archive and the latest series.
- Share This



LATEST MESSAGE

## WHY WISDOM AND KNOWLEDGE?

GET SMART

A Study On The Book of Proverbs

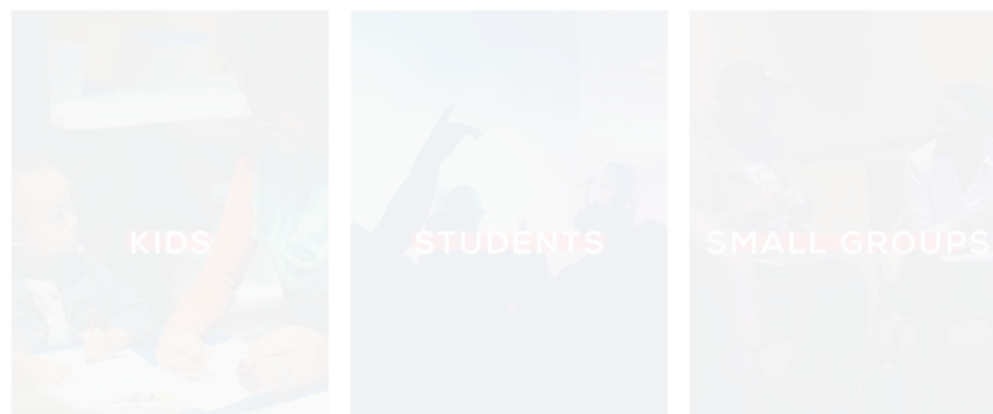
Click here for more info

MESSAGE ARCHIVE

MORE FROM THIS SERIES

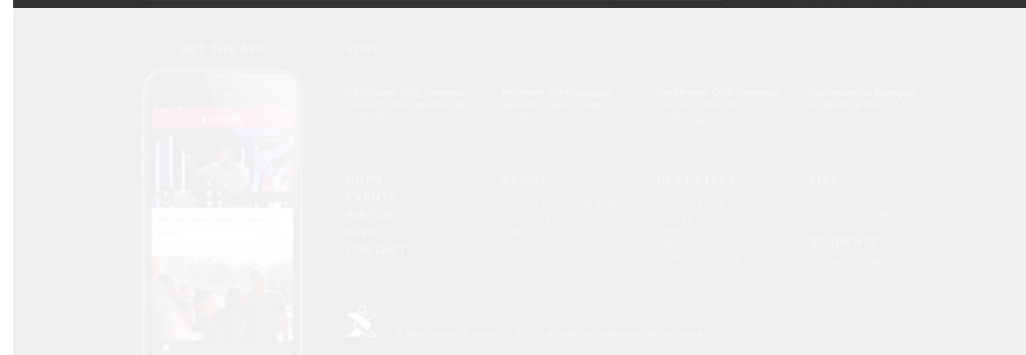
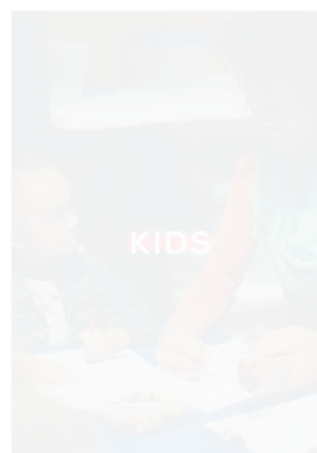
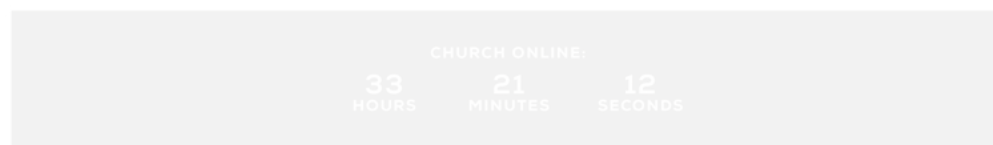
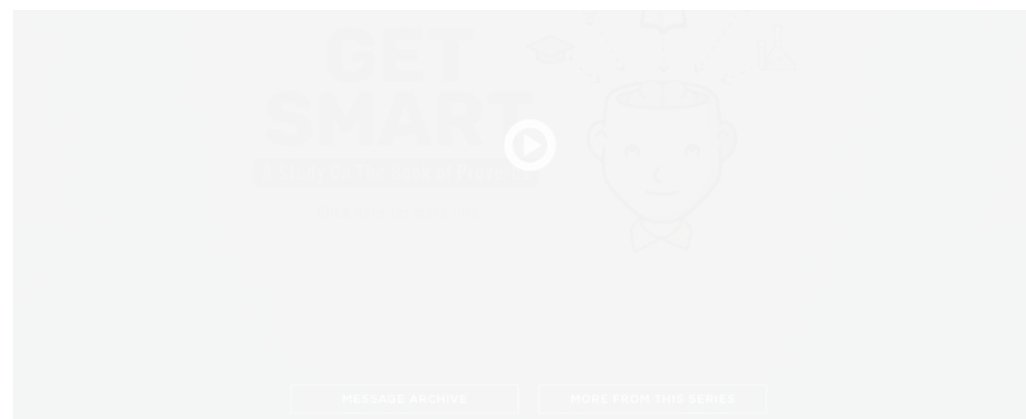
CHURCH ONLINE:

33 HOURS 21 MINUTES 12 SECONDS



# YOUR SOCIAL MEDIA/ NEWSLETTER

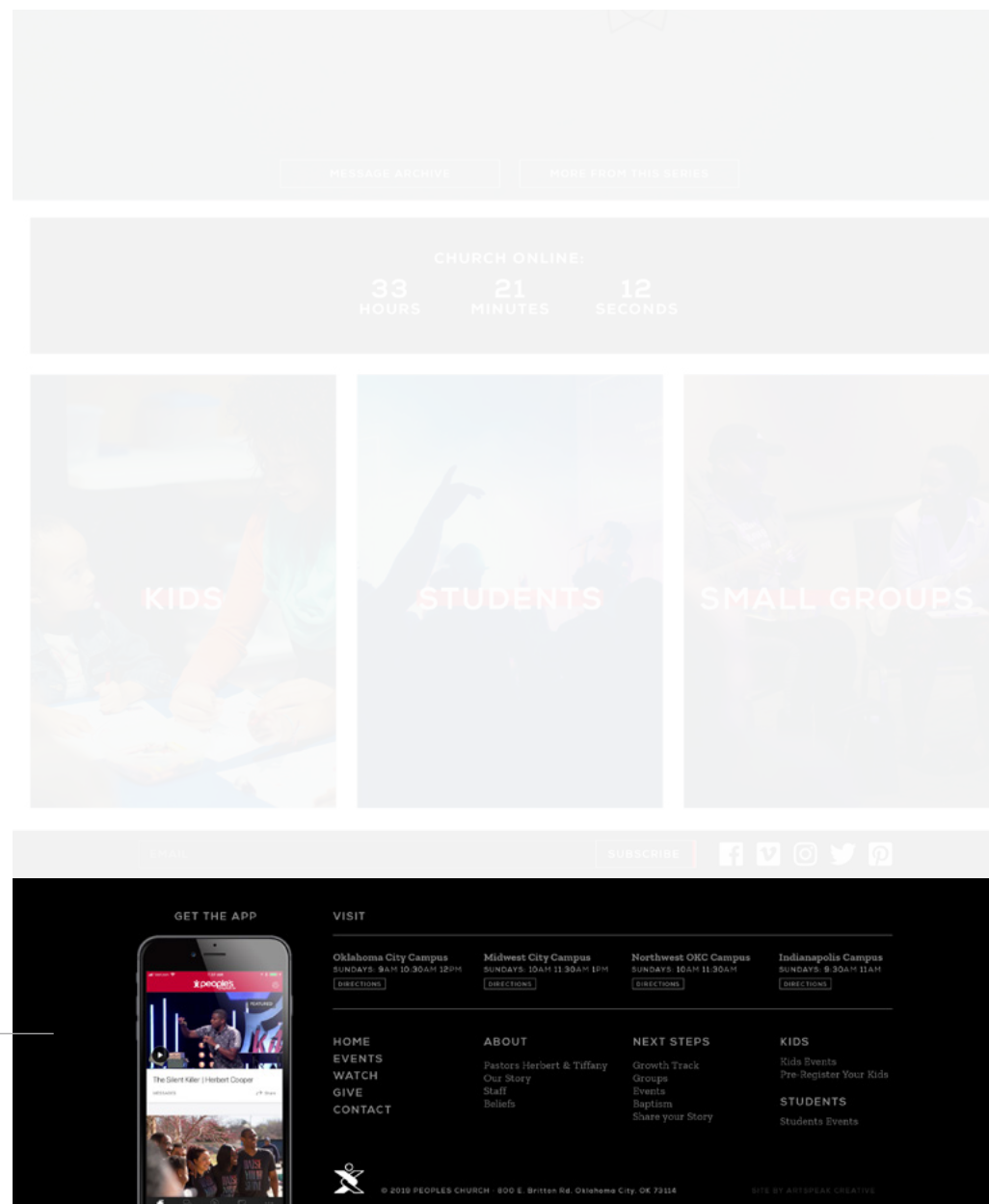
— Someone has made it to the bottom of the page, and they're still hungry for more. How about we give them some ways to stay connected.



# YOUR FOOTER

— If someone is looking at your footer, it's because they are searching for something in particular. We can include a lot of information, links, and tools that we'd like to be accessible but not front-and-center.

- Full menu
- Contact info
- Mailing Address
- Search Form
- Social Media Links

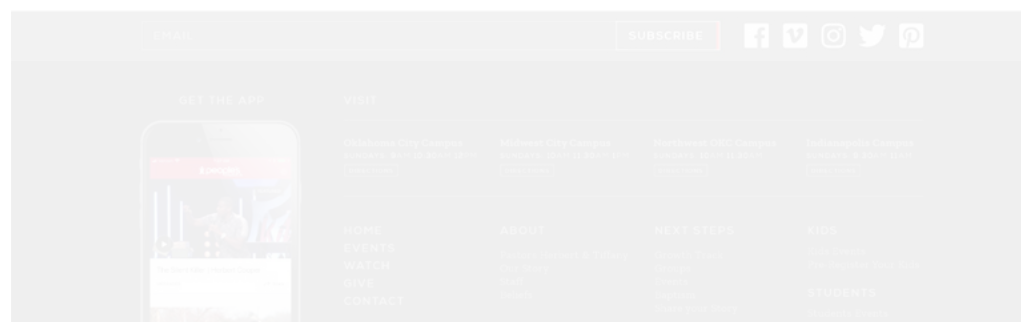


# BUT WHAT ABOUT...?

There a number of other things you might want to include on your home page, and depending on your particular church's strategy, style, and needs you could add them. However, we'd caution against loading up your home page with too much information. For one, we don't want to overwhelm our guests. When there's too much going on and too much asking for attention, our brains are designed to start filtering it all out. We want to make sure the visitor knows what to click on next.

That said, you might want to include:

- **Upcoming Events.** If your outreach strategy is heavy on community-oriented events, it may be worth including a limited number of upcoming events somewhere on the home page. This can also help flesh out the picture of all the great things happening in your church community.
- **Feature your Kids / Student Ministries.** If you're targeting young families, you may want to feature your kids or student ministries prominently, since it will be a primary consideration in any parent's mind.



# WHAT'S NEXT?

Your website begins with a great homepage.

**Congratulations!** You're off to a great start.

At ArtSpeak, we love partnering with life-changers like you to help craft and refine your message and create a complete, comprehensive, and cohesive brand that can communicate your message through your website, as well as, the phrases you use, your logo, colors, typography, photography, and so much more.

When you're ready to take the next step, set up a free consultation at [artspeakcreative.com](https://artspeakcreative.com).

**We can't wait to help you reach people.**





