3 TIPS *for a* WEBSITE REFRESH

UPDATE PICTURES & INFORMATION

Are your service times up-to-date? Are staff listings current? Enlist a "secret shopper" to look through all your webpages and offer suggestions.

HIGHLIGHT CHRISTMAS-SPECIFIC EVENTS

Do you have a Christmas program your church is known for? Make sure it's front and center on your website! But also set a reminder to take it down once the event is done.

OFFER NEXT STEPS FOR VISITORS

Make sure you have a clear "I'm New" or "Visitor Information" section on your website. Include helpful FAQs and maps. Maybe even add a form to submit before visiting.

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