



Best Practices for
Church Websites

Mark Skowron

@markskowron



Everything you need for a vibrant parish... from a single source.

For bulletins, online giving, websites, Catholic art – and everything in between – we’re the partner you can trust to help engage your parishioners and evangelize a new generation of disciples.

[Our services](#)[Vibrant Catholic Blogs](#)

Services Designed for Your Parish

*Branding & Design
Services*

*Bulletins,
Newsletters & More*

*Stewardship
Coaching &
Catechesis*

*Sustainable
Offertory
Campaign*

Online Giving

Church Websites

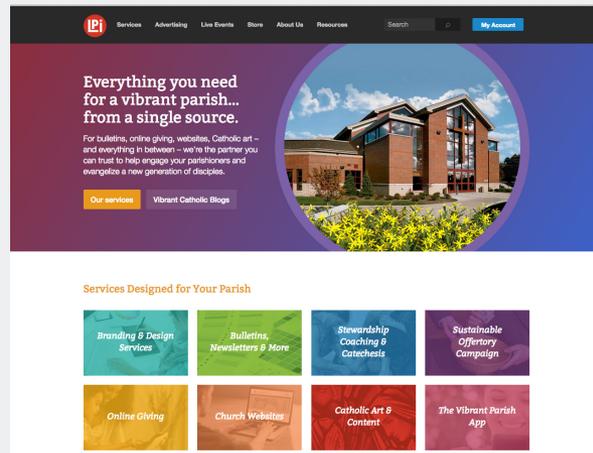
*Catholic Art &
Content*

*The Vibrant Parish
App*

Some things I design



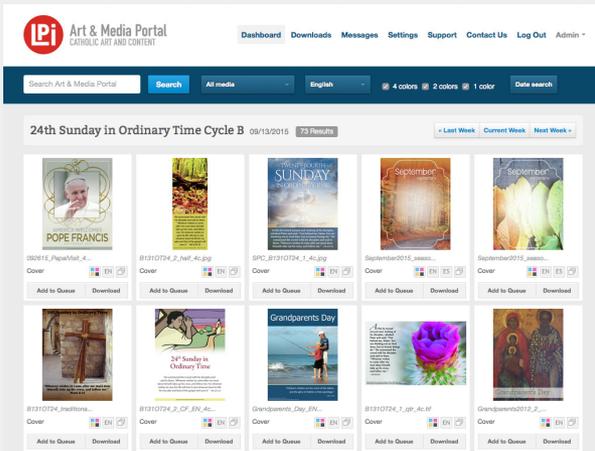
LPi Logo and Branding



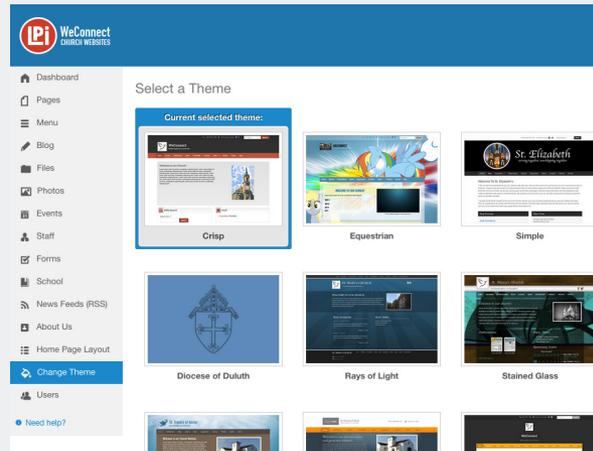
Corporate Website



Online Directory



Art and Content Library



Church Website Software



Church Website Templates



Let's think about:

1 Planning *Content Organization*

2 Layout *Visual Hierarchy*

3 Mobile *Responsive Design*

4 Design *Visual Appeal*



So where do I begin?

PLAN



PLANNING

Still a good thing to do first.

China Accidentally Built a Housing Complex in the Middle of a Highway



Ashley Feinberg

Filed to: CHINA 10/09/13 1:00pm

403,415 🔥 25 ☆ ∨



Start with a wireframe.

LOGO

 Search

[About Us](#) | [Get Connected](#) | [Our Ministries](#) | [Menu 4](#) | [Menu 5](#) | [Menu 6](#)

Current Sermon Series

Visitor Info.

Upcoming Events

[Title Goes Here](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi pellentesque dui ut sapien tempor ac tempor lectus condimentum. Fusce placerat iaculis sem, vitae aliquam nunc.

[2 Comments](#) | [Read](#)

[Title Goes Here](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi pellentesque dui ut sapien tempor ac tempor lectus condimentum. Fusce placerat iaculis sem, vitae aliquam nunc.

[2 Comments](#) | [Read](#)

[More>](#)

Service Times/
Location

Watch/
Listen to
Sermons

Ministry
Highlight

Footer Info

Why?

Wireframe Tools

Balsamiq Mockups

balsamiq.com

PRICE: \$79

Axure

axure.com

PRICE: \$289 - \$589

Adobe Creative Suite

InDesign / Photoshop

PRICE: MONTHLY SUBSCRIPTION

Paper and Pencil

PRICE: FREE

Work on your content.

“The most fabulous design on the interwebs won’t be able to convince Google that you are better than your competition if you don’t actually SAY anything.”

– **Cindy McFarlane**

In Web Design, Content is King

Search engines CRAVE good content,
and so do your visitors.

Put yourself in the shoes of your visitors.

What kind of information would they like to know?

Is the important content included, such as:

- Mass times
- Contact information
- Directions and maps
- Latest bulletin
- Important events
- Father's latest message

**Perhaps the most important part of
planning a website is the navigation menu.**

St Joseph's

- Home
- About St. Joseph Parish
- Photo Albums
- Contact Us
- Sacraments
- Faith Formation
- Youth Ministry
- Parish Ministries
- 250 Anniversary Book Order Form
- Hall Rental
- Bulletins
- New Parishioners
- Catholic News
- Parish Calendar
- Links
- Funeral Planning

Welcome to our parish website! St. Joseph's marked its 250th anniversary in 2013 of celebrating the Catholic faith in Pomfret, Maryland. We've had a rich history of worshipping together here since 1763, before our country was even founded.

In honor of our anniversary, we published a full-color commemorative book, *An Enduring Journey of Faith*. You may click the **250 Anniversary Book Order Form** tab above to order your own copy. Or you may buy one from the church office.

As we thank God for His blessings upon this parish, we pray He may make His blessings upon you abundantly known! We hope to see you in Mass this coming weekend!



Events

There are no upcoming scheduled events.

Office Hours

Monday - Friday:
9am - 4pm

Think about your content and keeping it fresh.

“The goal of all search engines is to serve customers with the most relevant information on the Web. By updating your website with fresh content, search engines and your customers will learn to value your site as a trusted source.”

– Elizabeth Garvey

Fresh content matters.

- Write relevant content that people want and need, such as: the current sermon series or the latest parish news and events.
- Publish regular blog posts and display the newest ones on your home page.
- Perhaps include a social media feed such as Facebook's Page Plugin or a Twitter Feed.



Let's talk about

LAYOUT

**A successful website layout has
strong visual hierarchy.**

“Good visual hierarchy isn’t about wild and crazy graphics or the newest photoshop filters, it’s about organizing information in a way that’s usable, accessible, and logical to the everyday site visitor.”

– **Brandon Jones**

A well laid-out website will guide and direct
a user to an intended result.

Size

Variations in the size of text, images, navigation, and buttons can change the way a user interacts with your website.

- The most important item should be bigger than the least important item.



Click me



Click me

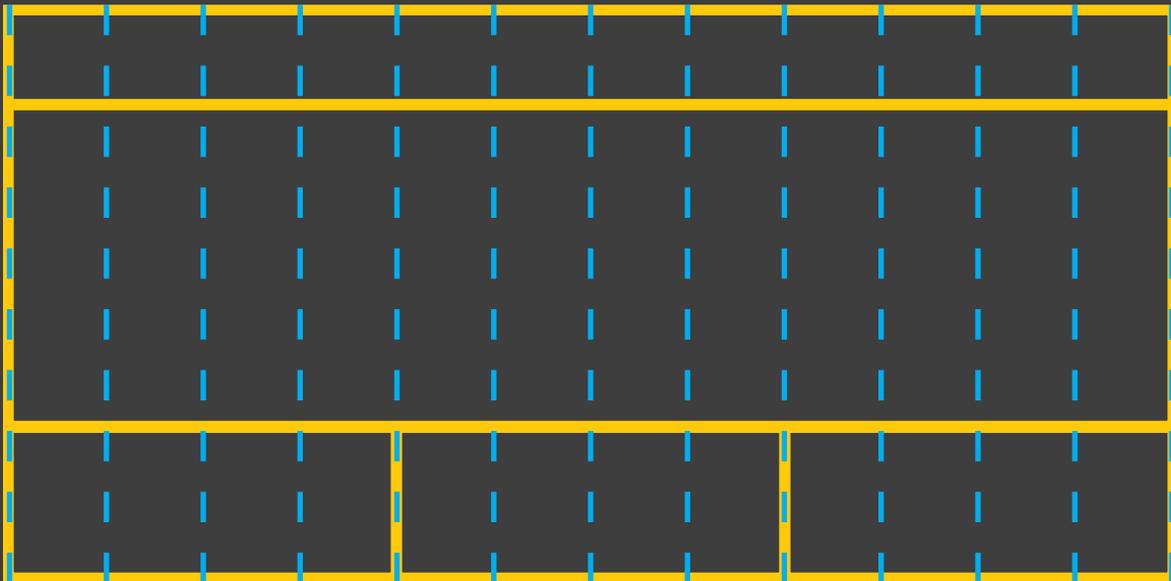
Contrast

Alternating heavy or rich designs with light ones can help separate sections of your site, as well as thought and ideas communicated.



Alignment and spacing

Use a grid system to align your page for a professional result. Use enough spacing to separate thoughts and ideas.





NEW STUDENT?

We'd love to meet you!

[FIND OUT MORE](#)



+44 (0) 118 9337961



Reading Family Church Offices
87 London Street
Reading RG1 4QA



churchoffice@readingfamilychurch.org.uk

SUNDAY MEETINGS

AM

Sundays 9.00am - 10.30am & 11.00am - 12.30pm
Reading Girls' School, Northumberland Ave, Reading RG2 7PY

PM

Sundays 6.00pm - 7.30pm
South Street Arts Centre, 21 South Street, Reading RG1 4QU





NEW STUDENT?

We'd love to meet you!

[FIND OUT MORE](#)



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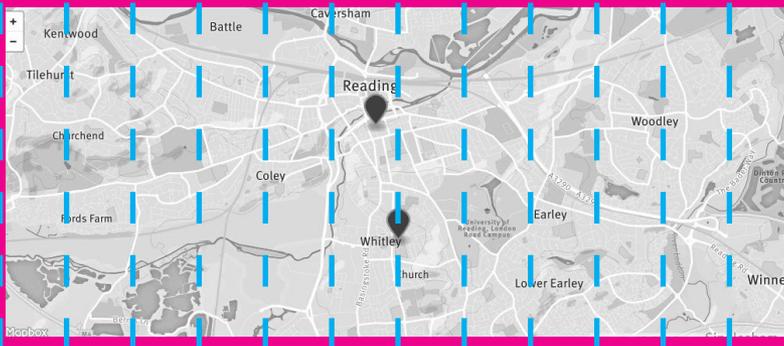
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Old St. Mary's Church

Over-the-Rhine / Cincinnati, Ohio

[Home](#)

[Parish Life](#) ▾

[Sacramental Life](#) ▾

[News](#) ▾

[Photo Gallery](#)

[Calendar](#)

[Contact Us](#)

[Oratory-in-Formation](#)



[Tour the Church](#)



[Join the Parish](#)



[Weekly Bulletin](#)



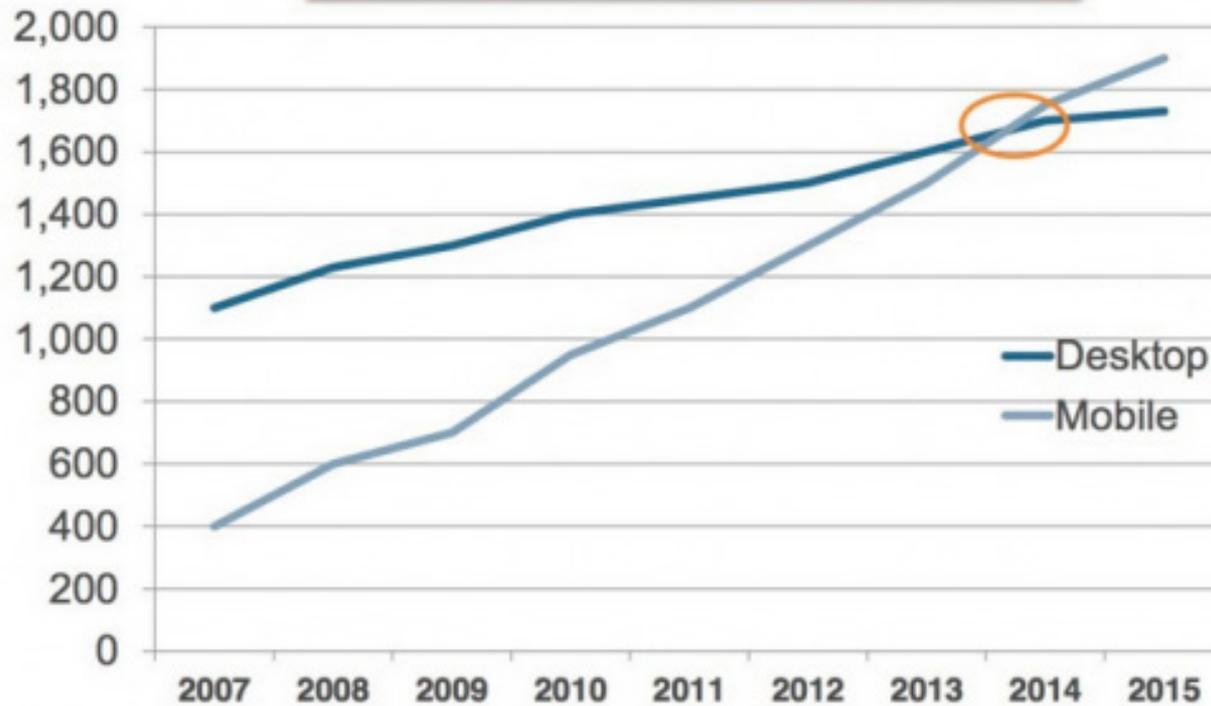
[Online Giving](#)



The image shows the interior of a Gothic cathedral, characterized by its high, vaulted ceiling and tall, slender columns. The architecture features pointed arches and ribbed vaulting, creating a sense of height and grandeur. The lighting is warm and golden, highlighting the intricate details of the stonework. In the center of the image, the word "MOBILE" is written in a large, bold, yellow, italicized serif font. The background is a deep, dark brown, which makes the yellow text stand out prominently. The overall atmosphere is one of historical significance and architectural beauty.

MOBILE

Number of Global Users (Millions)



Mobile-Friendly Test G+

http://www.4lpi.com/

ANALYZE

Awesome! This page is mobile-friendly.

How Googlebot sees this page



Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

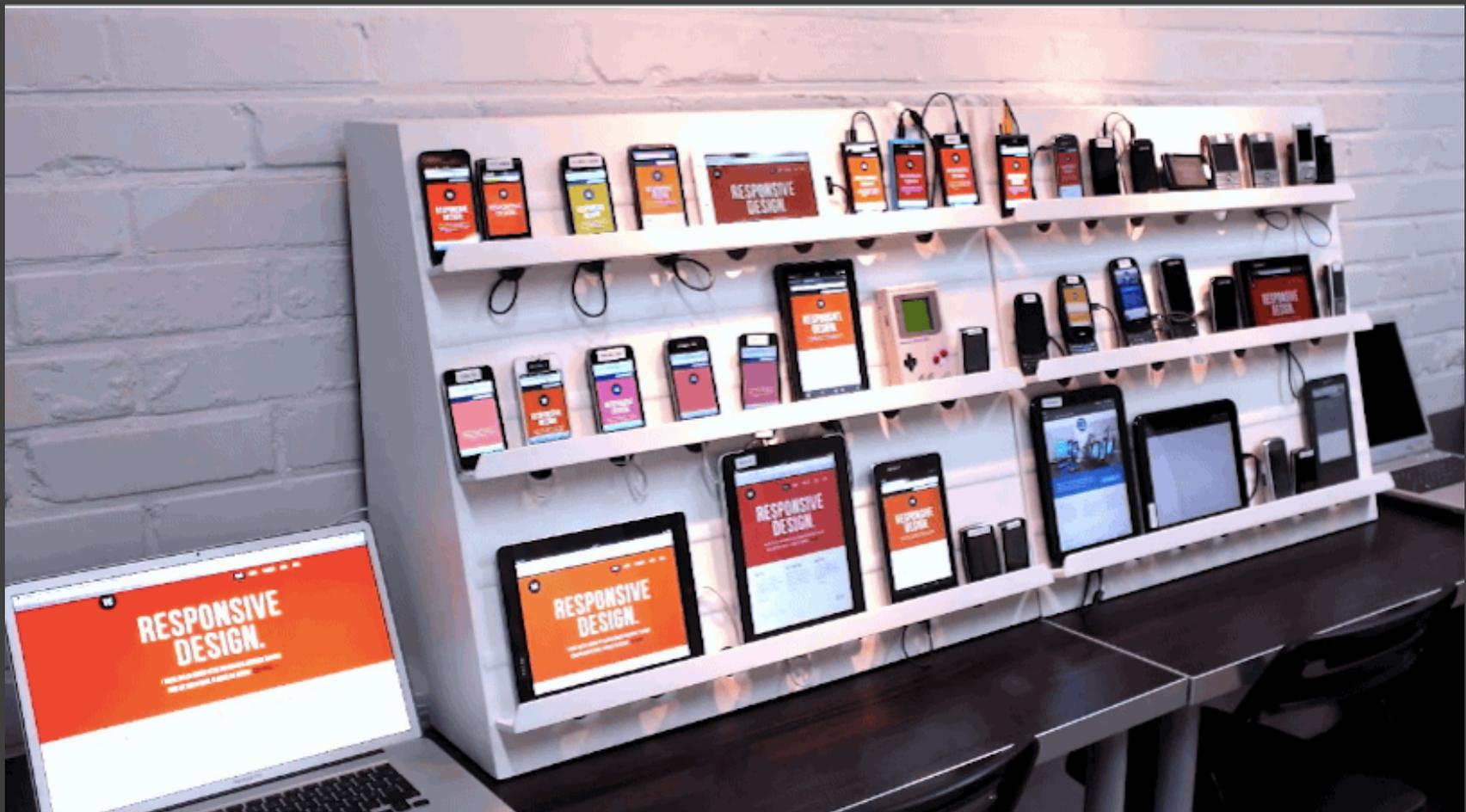
Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

<https://www.google.com/webmasters/tools/mobile-friendly/>

“Responsive design is not about ‘designing for mobile’. But it’s not about ‘designing for the desktop’ either. Rather, it’s about adopting a more flexible, device-agnostic approach to designing for the web.”

- **Ethan Marcotte**



Courtesy of <http://www.html5rocks.com/>

Users want access to the same content on all devices.

- Serving a separate “dumbed down” mobile site is not ideal.
- Instead, your site’s layout needs to be flexible to account for any size device.
- Frameworks like Bootstrap or Foundation are great to help you get started.



ST. JOHN the BAPTIST CATHOLIC PARISH

625 Frame Road, Newburgh, IN 47630 / 812.490.1000

[HOME](#)[I'M NEW](#) ▼[PARISH](#) ▼[SCHOOL](#) ▼[MINISTRIES](#) ▼[SPIRITUAL LIFE](#) ▼[SOCIAL JUSTICE & OUTREACH](#) ▼[GIVING](#) ▼[CONTACT](#)

Welcome to St. John the Baptist Parish - it is good to have you with us! The parish staff is here to be of service to you. If we can help you in any way, please do not hesitate to [contact us](#). We hope you will feel at home and experience a sense of belonging if you choose to worship with us. We hope, too, that you will grow your faith while you are a part of our parish family. We wish you and your family God's blessings. We are happy to welcome you to our parish community!

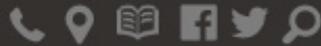
- St. John the Baptist Staff



Upcoming

PARISH APPRECIATION PICNIC - Sunday, September 27 starting at 3:00 p.m., with dinner at 4:00 p.m. Call Parish Office at (812) 490-1000 by September 22 to RSVP.

Click on the [Bulletin Link](#) at bottom for details on these and other events.



MENU 



St. JOHN the BAPTIST
CATHOLIC PARISH

625 Frame Road, Newburgh, IN 47630 / 812.490.1000



Welcome to St. John the Baptist Parish - it is good to have you with us!

The parish staff is here to be of service to you. If we can help you in any way, please do not hesitate to [contact us](#). We hope you will feel at home and experience a sense of belonging if you choose to worship

A photograph of the interior of a Gothic cathedral, showing a series of high, pointed arches supported by tall, slender columns. The ceiling is a complex, dark wooden ribbed vault. The lighting is warm and golden, highlighting the architectural details. In the center, the word "DESIGN" is written in a large, bold, yellow, italicized sans-serif font. In the background, a smaller archway leads to a brightly lit area with stained glass windows.

DESIGN

Good Design is Subjective

ACCEPT JESUS, FOREVER FORGIVEN

Behold, now is the accepted time; behold, now is the day of salvation. - 2 Cor. 6:2

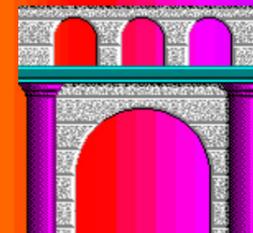
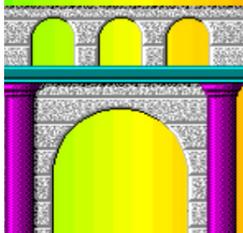
**For the wages of sin is death;
but the gift of God is eternal life
through Jesus Christ our Lord.**

-Romans 6:23

Be sure to see our new website...



**MAVERICK CHRISTIANS
.COM**



Design Tips

Consider the following:

1. **Position your logo where it will be prominent.** Avoid crowding it. Don't shy from thinking of your church as a brand, and don't be afraid of putting your name in the best light.



2. **Use consistent fonts and colors.** Decide what fonts and colors you will use, and keep them consistent on every page and across your printed documents.

- 3 fonts MAX! (I prefer one or two)
- Fancier fonts for headlines, sans-serif or easy-to-read serif fonts for body copy.
- Stay away from overly decorative fonts. The harder it is to read, the longer it takes you to get your message across.

This is my headline

Orernat emolupi stiuritaquis et eicimag nisciis qui sincien daeptatur rerspe veniend animinv ellabo. Itatesequa ma comnihi liquatentur sinctempor adiatu ma eum lit hariasperci consecte omnim quo modipsam et eum aliqui delignimus quam dolupta nienimil maiora nos excera aut aribus suntori berferspero molorest apitiis as accullab inimus reped expe videndendio. Ullatinctia cuptiat essequia nia dolest restota spernam niendionet, sequo cus ratemqui doluptasin nus, utempor roreiundant.

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Orernat emolupi stiuritaquis et eicimag nisciis qui sincien daeptatur rerspe veniend animinv ellabo. Itatesequa ma comnihi liquatentur sinctempor adiatu ma eum lit hariasperci consecte omnim quo modipsam et eum aliqui delignimus quam dolupta nienimil maiora nos excera aut aribus suntori berferspero molorest apitiis as accullab inimus reped expe videndendio.

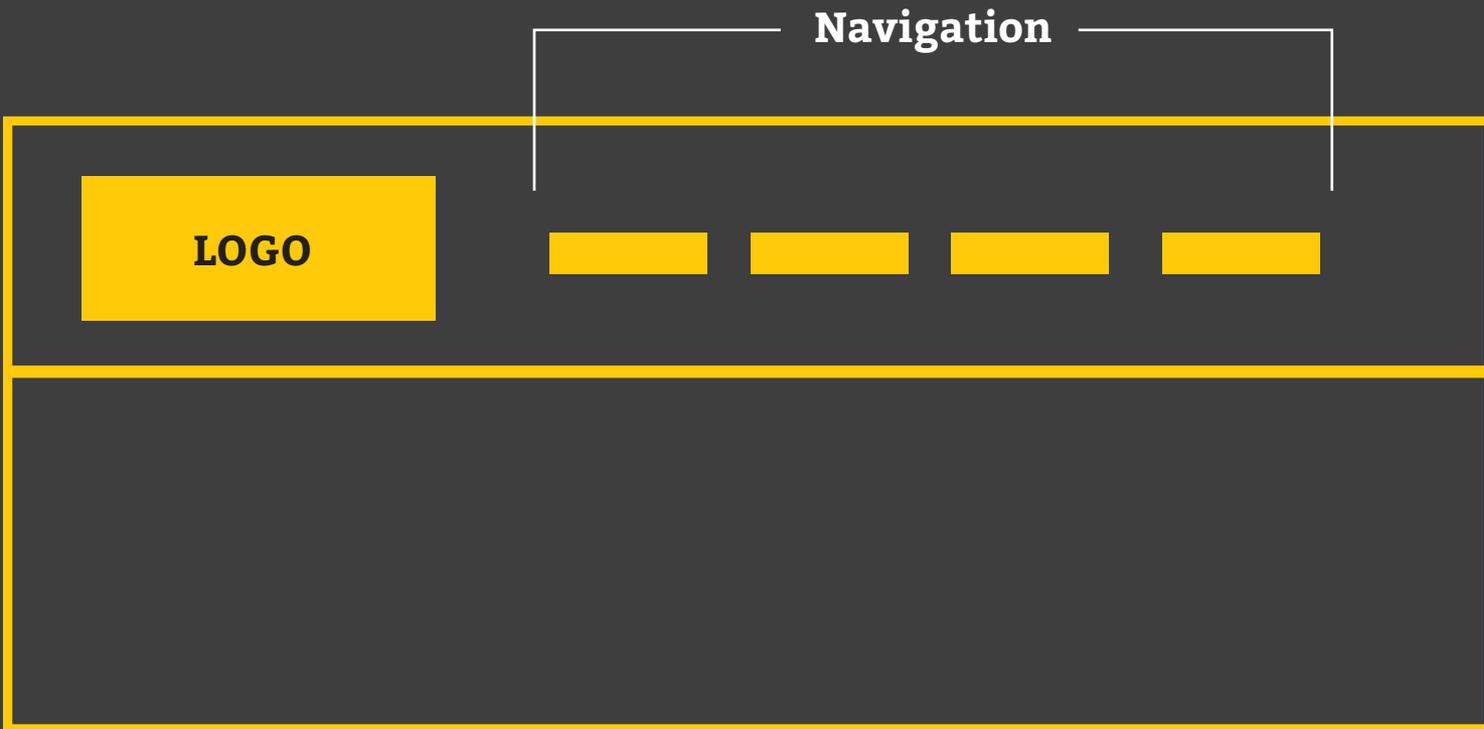
This is another headline

Ullatinctia cuptiat essequia nia dolest restota spernam niendionet, sequo cus ratemqui doluptasin nus, utempor roreiundant.

Culpa commoluptur, invella mendae qui arunt, officit atiant experes si ad magnat vel et pa sit unt unt as audi nobit quod qui doluptae quo voluptum hitecuptur remquae roribearum et as ad molentur, audias eossimus consequ undias eum ese.

3. Keep navigation the same on every page.

- Give your users a consistent experience on every page.



4. Give visitors breathing room.

- Don't be afraid to use white space
- Use spaces between paragraphs
- Avoid competing elements



Current events

1st Vice President of the International Criminal Court at the Star Building



Prime Minister, Head of Government Philemon Yang last Tuesday, October 13, 2009 on behalf of the President of the Republic, received in audience the Vice President of the International Criminal Court, Mrs Fatoumata Dembelle on a mission to convince Cameroon to ratify the treaty establishing the ICC. ...[Read Photo](#)

PM receives Deputy SG of ECCAS



Heads of States of the Economic Community of Central Africa (ECCAS) will be meeting in Kinshasa later this month to prepare a common front ahead of the Copenhagen Conference on Climate Change. Deputy Executive Secretary General, Roger Tsoungui called at the Star Building to brief Prime Minister, Yang Philemon on preparations ahead of the upcoming summit. ...[Read Photo](#)

Prime Minister invited to inaugurate Shisong Paediatric-Cardiac Center



The Prime Minister, Head of Government Philemon Yang on Thursday 8th October 2009, at the star building, granted audience to a delegation of the first ever Paediatric and Cardiac Center in Shisong, North West region led by the Italian ambassador to Cameroon, His Excellency Antonio Bellavia. ...[Read Photo](#)

New Saudi Arabian Ambassador at the Star Building



The new Saudi Arabian Ambassador to Cameroon has

Press release following the Cabinet Meeting of Thursday, 29 October 2009

The Prime Minister, Head of Government, Mr Philemon YANG, today Thursday, 29 October 2009, as from 11.00 a.m. in the Prime Minister's Office, chaired an important Cabinet Meeting which was attended by Vice-Prime Ministers, Ministers of State, Ministers, Ministers Delegate as well as his close aides. Two items featured on the agenda, namely...



...[Read Photo](#)

Press release following the cabinet meeting of Wednesday 30 September 2009

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Governance and Fight against corruption

Projets d'infrastructures stratégiques: Répertoire des fiches signalétiques (French version) (PDF)
Répertoire des fiches signalétiques de projets d'infrastructures stratégiques du Cameroun (only french version)

Report by the Ministry of Justice on Human Rights in Cameroon in 2007 (PDF)
In 2006 and 2007, the Ministry of Justice published bilingual, English and French, versions of human rights reports in Cameroon for the years 2005 and 2006 respectively. Both reports gave an account of the progress made and shortcomings observed in the national mechanism for the promotion and protection of human rights. This was or is not meant to be an ideal presentation of human rights in Cameroon.

Report by the Ministry of Justice on Human Rights in Cameroon in 2006 (PDF)
The Ministry of Justice published in 2006, an English and French version of its first Report on the State of Human Rights in Cameroon in 2005.

The initial report was an account of the successes and failures in the promotion and protection of human rights in Cameroon since independence.

Report by the Ministry of Justice on Human Rights in Cameroon in 2005 (PDF)
The Ministry of Justice in consonance with Government's commitments to promote good governance and transparency in all sectors of national life, intends henceforth, to publish yearly reports on the state of Human Rights in Cameroon. This report is the first in the series with the year 2005 as its reference period.

[Next...](#)

Laws and statutory instruments

Decision No 000409/DGSM/CAB of 23rd December 2008 : suspension of Mr ENGAMA Joseph Desire, 2nd grade Police Constable, number 595 149-P from his duties (French version)

Search

- The Prime Minister
- The Government
- Cameroon
- Directory

CAMEROONIAN ABROAD

- Ideas and Suggestions
- Introduce yourself

News 11

- Paul Biva à la Baule: Hâte à la désemploie (only french) (PDF)
- Proposals following the 7th session of the coordination and follow-up committee for priority projects in the Bakassi region (PDF)
- Final press release (French version) (PDF)
- PRESS RELEASE FOLLOWING THE FOURTH SESSION OF THE NATIONAL ROAD BOARD
- Press Release following the steering Committee of CHOC (Changing Habits and Opposing Corruption) project
- Cabinet Meeting of 27 march 2008 : press release
- Press Release following the Cabinet Meeting of Thursday 27 March 2008
- Final press release following the Council of Ministers of 1 March 2007
- Press release following the 5th session of the National Tourism Board (French version)

[Next...](#)

Forum

- Economic and Financial Policy
- Quality of life
- Rural development
- Social policy
- External policy
- The woman
- General news



[Tastemakers](#)

[Blog](#)

[The A-List](#)

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LATEST TWEET

"@shinygrobats thank you!"

[Join the Conversation](#)

LET'S BE FRIENDS!

For weekly finds, community recommendations, and more, like us on Facebook.

[Join the Community](#)

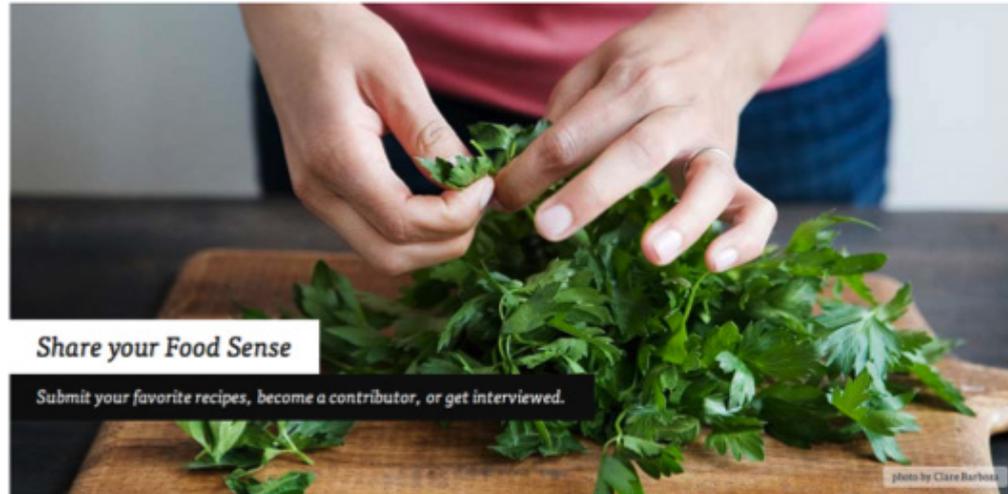


photo by Clare Barbieri

Share your Food Sense

Submit your favorite recipes, become a contributor, or get interviewed.

Tastemakers

Feast your eyes & get recipes!

Blog

News, how-tos, stories, and more

The A-List

Handpicked, absolute favorites

Contribute

We want to hear from you!



Sign up for our newsletter to receive a handpicked selection of the best stories, recipes, and news, delivered weekly to your inbox.



2012's Best Summer Cookbooks

With the best of the season coming from "orchards, farms



How to Make Vegetable Chips

About a month ago, I ate almost an entire box of kale chips. My



Join us on Pinterest!

If I could curate a cookbook for you, this would be it.

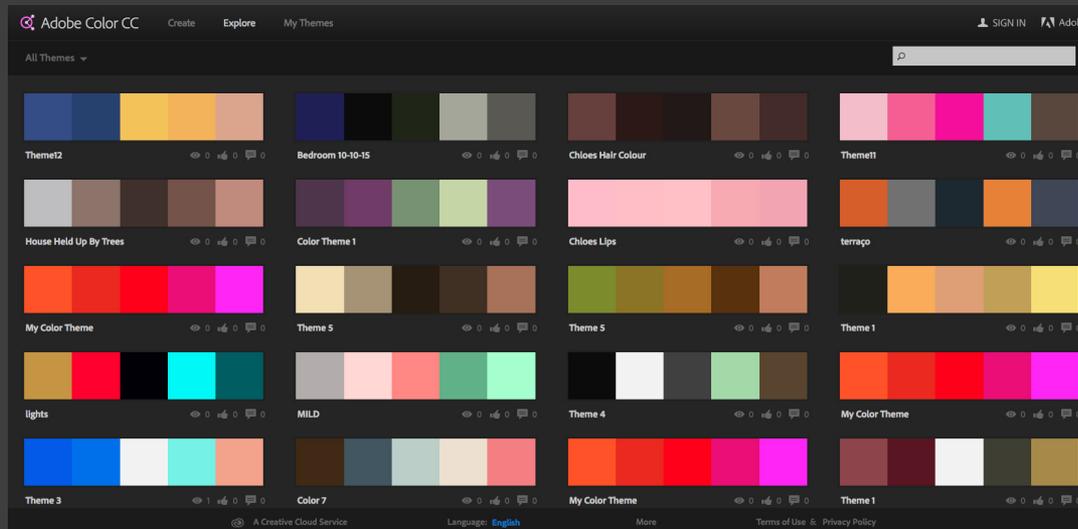


Recipes from a Sunday Supper

I could not figure out what to do with the delectable slices of Pear

5. Use colors wisely.

- Choose a few colors that compliment your logo.
- Neutral colors give your site an elegant look.
- Primary colors can cheapen the design.
- Not sure where to start? Search the web for good website color schemes.



<https://color.adobe.com/>

6. Invest in good photography.

- Good photos can capture the vibrant nature of your parish— both the church building itself, and the parishioners who worship with you.
- A well-done welcome video can introduce your parish to the world.

The screenshot shows the homepage of the First Church in Cambridge website. The header features the church's logo and navigation links: Home | Worship times | Calendar | Latest News | Give | Contact us. Below the header are four main menu items: About Us, Worship, Music & Spiritual Life, First Church in the World, and Community Resources. The main content area is divided into three columns. The first column features a photo of a man in clerical attire with the text: "Welcome to First Church. A Wide Open Door...to all God's children. Wherever you come from, wherever you are on life's journey, all are welcome in this community of faith. READ MORE >". The second column features a photo of the church building with the text: "OUR LIFE TOGETHER. Come gather, worship, pray, sing, laugh, cry, celebrate, rejoice, reflect, debate, study and grow with us. READ MORE >". The third column features a photo of a woman with the text: "OUR LIFE IN THE WORLD. Come help us feed, clothe, shelter, reconcile, renew, heal, tend, bless, and serve the world. READ MORE >".

“On the average Web page, users have time to read at most 28% of the words during an average visit; 20% is more likely.”

- **Nielsen Norman Group**

Draw in your readers.

- Make it easier on your users. Break up long articles with headlines and paragraphs.
- Where possible, include a relevant picture with the article to get the reader's attention.

A few web design “no-no’s”

Don't

Support
mrbottles.com
Buy Your
T-Shirt Today



[Antique Auction
Bottles & More
Older Than 50 Years](#)



[Stoneware
Bottle Gallery](#)

[Hutchinson
Bottle Gallery](#)

personal antique bottle collection gallery to see the new larger size images we are going with going forward. I still get a few more pictures taken and a few more up but you can see generally what my collection really is now. I started the big dog in adding auction items. Check out the Wisconsin stoneware beer bottle gallery to see the Taylor and Br made such a ruckus.

01/18/2011 The Lauber auction was a once in a lifetime treat. Will there ever be such a huge auction of Wisconsin bottles covering such a state wide variety? It seems unlikely there will ever be so many examples of the same bottle forward at once. Most collectors want one of a variety not every example they can find. Maybe it was the desire to c market, maybe it was a compulsive need to hoard or maybe it was a desire to understand the differences in different of the same bottle. I can't say for sure because John did not want to be interviewed for an article about his collecting. For collectors who just want to see the bottles John Lauber once owned I did get 750 images. You will see them going the next few months. Everybody got something. I bought a bunch selling cheap for resale and a few keepers

[12/30/2010 BOTTLES IN OUR BOTTLES HEEYA... BEAUTIFUL, RARE COLORED BOTTLES HEEYA... A MAJ BOTTLES. January 15th Auction Co Kewaskum. Click text to read the rest of the story. Check back for u](#)

10/02/201009 At the end of every summer the final tally of come in. People clean out attics, basements and garages way to collectors. Divers, diggers, construction workers are working to figure out what they have found at the end of s received an email from one such gentleman who found a b from the Wisconsin state capitol. Jim was on the site of a house that had to be demolished first. While raising the b unearthed. The thing was full of old Wisconsin bottles. O collector who was paying \$5 for any green or blue tinted b bottom of the hole had to be leveled Jim was scraping the one last bottle. He threw it in the back of his truck where it Jim's coworkers told the collector about that last unusual collector offered a bad bonus for a d construction wor

Don't



No

- Duplicate content
- No hidden content
- Scrolling marquees (please)
- Excessive pop-ups
- “Under construction” sections

In summary

- Planning is key. Think about your content and organization.
- Good visual hierarchy makes your site easier to use.
- Don't forget about mobile users.
- Invest time in a good design.

The image shows the interior of a Gothic church. The architecture features high, pointed arches and a complex wooden roof structure with exposed beams. The walls are light-colored, and there are several large stained glass windows, including a prominent one at the altar. The floor is made of light-colored stone tiles. In the foreground, there are rows of dark wooden pews with decorative carvings. The altar area is covered with a red cloth and has a cross on top. The overall atmosphere is solemn and historic.

THANK YOU