

Is Your Church Website a Front Door or a Bulletin Board?

A guest-focused website self-review from **StreamingChurch.tv**

How to Use This Checklist

This checklist is designed to help pastors and church leaders evaluate how well their website serves first-time guests. Work through each section honestly. Your goal is not perfection, but clarity, trust, and conversation.

1. First Impression (The 5-Second Test)

<input type="checkbox"/>	I can quickly understand who this church is for.
<input type="checkbox"/>	The homepage immediately feels welcoming and human.
<input type="checkbox"/>	A guest can tell what kind of experience to expect.
<input type="checkbox"/>	The language speaks to guests, not insiders.
<input type="checkbox"/>	The visuals feel authentic, not staged or stock-heavy.

2. Guest Clarity & Navigation

<input type="checkbox"/>	There is a clear 'New Here?' or 'Start Here' path.
<input type="checkbox"/>	Service times and location are easy to find.
<input type="checkbox"/>	Parking, kids, and dress expectations are explained.

<input type="checkbox"/>	Navigation is simple and not overwhelming.
<input type="checkbox"/>	A guest never feels lost on the site.

3. Connection Before Sunday

<input type="checkbox"/>	Guests can take a step without attending a service.
<input type="checkbox"/>	Prayer requests or questions can be submitted online.
<input type="checkbox"/>	There is a low-pressure way to contact a real person.
<input type="checkbox"/>	Online guests are acknowledged as real people.
<input type="checkbox"/>	The site invites conversation, not just attendance.

4. Content That Serves Real Life

<input type="checkbox"/>	Content addresses real-life questions and felt needs.
<input type="checkbox"/>	The site offers helpful resources beyond sermons.
<input type="checkbox"/>	Language is accessible to spiritually curious people.
<input type="checkbox"/>	Content helps people before asking for commitment.
<input type="checkbox"/>	Resources feel immediately useful.

5. Mobile Experience

<input type="checkbox"/>	The site works well on a phone.
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<input type="checkbox"/>	Text is easy to read without zooming.
<input type="checkbox"/>	Buttons are easy to tap.
<input type="checkbox"/>	Pages load quickly on mobile.
<input type="checkbox"/>	Mobile feels just as intentional as desktop.

6. Trust, Follow-Up & Next Steps

<input type="checkbox"/>	There is a clear reason to share an email.
<input type="checkbox"/>	Follow-up feels personal, not automated spam.
<input type="checkbox"/>	Next steps are simple and non-threatening.
<input type="checkbox"/>	The site feels safe and pressure-free.
<input type="checkbox"/>	Guests feel respected, not rushed.

Final Reflection

After completing this checklist, ask honestly: Does our website feel more like a **Front Door** that invites trust and conversation, or a **Bulletin Board** that only posts information?

Next Step: Identify the top one or two changes you can make this month that would most help a guest take a safe next step.