TIPS FOR BUILDING AN AMAZING WEBSITE

Keep it simple

Within four seconds of hitting your homepage, visitors should be able to discover all of the most important information about you. Where are you located? What are your Mass times? What activities are happening? How can you be reached? Any additional content covering other topics should be moved to a different page.

Keep it under three clicks

Be deliberate about how you structure your site; don't make your information difficult to find! Once you build a site map, make sure visitors can find your most important information within one click. Aim to keep all information no more than three clicks away.

Think mobile first

Many people will view your site on a mobile device, so it should be as attractive and easy to use on mobile as it is on desktop. Additionally, if your site is not mobile-friendly, it can negatively impact your website's search engine ranking, which means people won't find your site.

Post timely information

Don't set it and forget it - review and update your content often! A dated website makes a poor first impression. Make sure Mass times and staff contacts are current, and update events and special liturgy information throughout the year.

Design matters

Develop some basic brand and identity guidelines that reflect the personality of your parish, and stick to them. Select just one or two fonts and colors, and use bright, clean, simple layouts. This strengthens your brand and helps people to instantly recognize material coming from your parish. When possible, use real, high-quality images of your parish and the people involved.

Pay attention to what works

Use Google Analytics, a free tool that measures website traffic. You'll learn which pages people visit, how long they stay on your site, and whether they visit on a phone or computer. Use this information to make more informed, strategic decisions about your content.

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