CHURCH DOCTOR® MINISTRIES

SPRING CLEANING FOR YOUR CHURCH WEBSITE

Wednesday,
March 29, 2023

Presented by Tracee J. Swank
Leader, Church Doctor Ministries

www.ChurchDoctor.org

1. Introduction

A. The challenge of clutter on a church website

2. Clarifying your church's ministry message

A. Understanding your church's unique identity and message

B. How to clarify your message using a philosophy of ministry statement

3. Applying your church's philosophy of ministry to your website

A. Tips for designing an effective home page

B. The importance of having clear and compelling calls to action

C. The importance of refining your website over time

4. Simplifying your church website

A. Techniques for decluttering your website

B. The importance of clear and concise messaging

C. Strategies for streamlining navigation

5. Engaging your audience through storytelling

A. The power of storytelling on your website

B. Tips for crafting compelling narratives

C. Examples of how to incorporate storytelling into your website design

6. Conclusion

7. Next steps

A. Free website audit

B. Free 45-minute call with our creative team

C. Get a consultation – 15% discount on Clarify Your Ministry Message Consultation for attending this webinar

Scan this code or go to ChurchDoctor.org/March-29-2023-Webinar to download a PDF of this handout and find additional resources on this topic!

Church Doctor Ministries
1230 US Highway 6 • Corunna, IN 46730
info@churchdoctor.org • www.churchdoctor.org