



## THE EPISCOPAL DIOCESE OF MISSOURI

1210 Locust Street | St. Louis, MO 63103 | 314-231-1220 | [diocesemo.org](http://diocesemo.org)

### Communications Toolbox: Strengthening our Websites

Our websites are perhaps the most important marketing and communications tool we have. They serve as a front door to visitors and a resource and information center for our members. All church communications (social media, weekly email, brochures, posters, outdoor signs, etc.) should lead back to your website.

#### ***Best advice: Keep it simple and accurate***

- All websites MUST be mobile friendly.
- Every home page should include:
  - church name (use Episcopal)
  - address (include city and state)
  - phone number
  - worship times
  - pictures that reflect who your parish is (use people pictures!)
- Please mention your diocese and link to Diocesan website: <https://www.diocesemo.org/> as well as The Episcopal Church: <https://www.episcopalchurch.org/>
- All websites should be updated regularly. Don't give out bad information.
- Offer an online giving opportunity.
- Website design should be welcoming and easy to read.
- Work with your rector and church leadership to decide what to feature in your website.
- Look at other church websites to see what you like and don't like.

#### Notes:

- I am constantly updating the content and look of our diocesan website -- if you find outdated or missing information, please let me know so I can fix it!
- I use the Episcopal Asset Map as a resource on our diocesan website: <https://www.diocesemo.org/find-a-church/>  
Each parish has its own page on the Asset Map – it is your responsibility to keep your page current! You can learn more about the Episcopal Asset Map here: <https://www.episcopalassetmap.org/>
- I am available to help you create a simple website, critique your current website, or advise you as you update your current website. Feel free to ask!



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- If you are looking for a professional website company, I can personally recommend the following:
  - Membership Vision: <https://www.membershipvision.com/>  
contact Lisa Brown: [lisa@membershipvision.org](mailto:lisa@membershipvision.org)  
\*Run by people who understand the Episcopal Church!
  - WebSanity: <https://websanity.com/>  
contact Jans Carton: [jans@websanity.com](mailto:jans@websanity.com)
- Here's a great series of posts by the Rev. Scott Gunn from Forward Movement with really basic, but important website design tips – the articles are a little dated (2017), but still have a lot of important ideas:
  - Thirteen Commandments for Church Websites:  
<http://www.sevenwholedays.org/2017/02/15/church-websites-1/>
  - Make great websites for cheap!  
[https://www.sevenwholedays.org/2017/02/18/church-websites-2/?utm\\_source=feedburner&utm\\_medium=email&utm\\_campaign=Feed%3A+sevenwholedays+%28Seven+whole+days%29](https://www.sevenwholedays.org/2017/02/18/church-websites-2/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+sevenwholedays+%28Seven+whole+days%29)
  - How to kill your church by misusing the internet (what not to do!):  
<https://www.sevenwholedays.org/2017/02/23/church-websites-3/>

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