

## 8. Resource List

### A. Strategic Brainstorming Tools

Trello.com

MindNode (Mac/iOS-only)

Sticky notes and a blank wall

OmniOutliner (by OmniGroup, Mac/iOS-only)

Evernote

### B. Domain Name Registrars

NameCheap.com

### C. All-in-one Hosting Platforms

Wordpress.com

Wix.com

SquareSpace.com

### D. Interface Design Tools

Adobe XD (free)

Adobe Photoshop/Illustrator

Affinity Design, by Serif

### E. Development Tools

Code editors: Microsoft Visual Studio Code, Atom (atom.io)

Content management systems: Drupal, Wordpress.org

### F. Analytics and Tracking

Google Analytics

### G. Further Learning

Media Certificate from West Coast Baptist College

Online Learning

LinkedIn Learning

**Notes:** \_\_\_\_\_



**ALIVE**  
**IN CHRIST**  
SPIRITUAL LEADERSHIP CONFERENCE

**Title:** Designing Your First Church Website

**Speaker:** Keenan Sultanik, MFA

**Introduction:** \_\_\_\_\_

## 1. Developing the Purpose and Goals

### A. Purpose Statement

Actually write it out.

Keep the purpose actionable.

Ensure that it is measurable.

Be specific and realistic.

### B. Resulting Goals

Take the purpose as the basis.

Envision the results of fulfilling the purpose.

Define key measurable goals.

Stay as specific as possible.

### C. Strategic Questions

What is the purpose of this website?

Who is the audience of this website?

How much time is committed?

What is the call-to-action?

How will we quantify success?



## 2. Creating a Content Strategy

### A. Determine Necessary Content

Establish the website's purpose

Create goals for the website based on the purpose

Outline necessary content to match your goals

### B. Create Engaging Content

Quality content takes work.

Getting content from others can be difficult, so ask early.

Organizing content takes time and insight.

## 3. Selecting a Domain Name

**REGISTRARS:** namecheap.com

Tie the registration to a neutral or long-term contact.

Set up auto-renew.

Use search terms in the domain.

Decide on new TLD's vs. established ones.

## 4. Choosing a Hosting Platform

Self-host / shared / dedicated / all-in-one service

Static pages—MS Visual Studio Code, atom.io

Site builders—Wordpress.com, Wix, SquareSpace

Content management sys.—Drupal, Wordpress.org

## 5. Designing the Interface and Visuals

Interface is how viewers interact with our websites.

Design is the intentional control of the entire process.

UI (user interface) design is a subset of UX (user experience) design.

### A. Key Terminology

Usability, affordance, hierarchy, consistency, style, and organization

### B. Interface Design Tips

Look at other sites that are well-designed.

Look at other resources for design ideas.

Use good photography.

The difference is in the small details.

Design should be secondary to content.

Use effective navigation.

Arrange content properly.

## 6. Evaluating Project Success

### A. Define what success looks like.

### B. Monitor the important metrics

Record the results and summarize.

Submit a summary report to your senior pastor regularly.

## 7. Maintaining and Supporting for the Long-term

### A. Updating Content

Every site and page must be supported.

Obsolete content makes for an obsolete website.

Give people a reason to come back to the site.

### B. Archives

Your websites should not be a content archive.

Find a solution for storing your content safely.

Transition the content before shutting down the website.