SURFACE TO SOUL

Live Well | Lead Well | Coach Well

Website Assessment Checklist

Mark each statement below with a "**Y**" (Yes), "**N**" (No), or a "**?**" (Not Sure) that most accurately reflects your current practices. Then ask yourself (and other leaders), "What is the ONE THING we could do in the next 90 days to improve our website?"

_____ 1. Navigation within the website is easy and intuitive; there's a link to the home page on all pages.

_____ 2. The graphics are clear, easy to understand, and engaging; the design is engaging, yet not distracting.

_____ 3. The information is current, accurate, and relevant. There are no typographical/grammatical errors.

_____ 4. Information is presented in an interesting and easily-accessible manner.

_____ 5. The "contact us" information is accurate and easy to find.

_____ 6. Directions to the church are easy to find; they include a physical address and map.

_____ 7. A list of upcoming events is highlighted on the homepage.

_____ 8. There's a staff page that includes each person's picture, email, phone number, and a brief bio.

_____ 9. Worship information is easily accessed from the home page; worship times are highlighted.

_____ 10. The site includes a visitor section that describes the church's uniqueness and what worship is like.

_____ 11. Stories about how the ministry is fulfilled and how people live out their faith are frequently shared.

_____ 12. Sermons and/or worship services are archived on the site. Audio/video quality is good.

_____ 13. The main navigation menu links to worship, ministries, mission, giving, resources, and contact us.

_____ 14. There are links to devotional resources, books, blogs, and podcasts to resource households.

_____ 15. Links are included to ministries that the church partners with on a regular basis.

_____ 16. The church's ministry (or strategic) plan is listed on the site. Short-term wins are highlighted.

_____ 17. Members/visitors can readily obtain forms, documents, and reports to view or download.

_____ 18. Links to the church's social media sites are displayed prominently on the home page.

_____ 19. People can donate, pledge, and manage their financial giving through the site.

_____ 20. People can sign up to volunteer at upcoming events.

_____ 21. The layout and content of the site cause people to want to learn more and become involved.

_____ 22. "Call to action" buttons are used throughout the site.

_____ 23. The site includes a search feature where visitors can easily find information.

_____ 24. Someone is responsible for viewing the entire site once a month to make sure information is current.

_____ 25. 1-3 people regularly view other church websites to gather ideas for improving their church website.