



## **Parish Web Site Design**

- Determine the type/purpose/audience
- Easy to Navigate – Relative “flat” Structure
- Current – Updated on a regular basis - Daily
- Provide a Service/Fulfill a Need – Review/Update Parishioner Data
- Informative/Content – Parish Calendar, Activities, Events
- Responsive – Minimum Graphics
- Consistent Look – Maintain Theme throughout Web



## **Promote Parish Web Site**

- Get a Parish Domain Name and plaster it everywhere!
- Make sure the Staff is aware of the Web Site/Contents
- Include the Web Site URL on the Cover of the Parish Bulletin - in a prominent position
- Maintain an article in the Bulletin detailing uses of the Web
- Include the Web Site URL in the Answering System Announcement
- Introduce the Web Site with special inserts in the Bulletin - (6 Weeks)
- Include a Web Site Ad in the Bulletin Ads Section
- Include the Web Site URL on all Parish Stationary, Business Cards, etc.
- Update the Web Site “content” on a regular basis
- Publish the Parish Events Calendar on the Web Site
- Use the Web Site to communicate details of Parish Events
- Include the Web Site in ALL Parish Activities
- Insure that Parish Organizations use Web Site to post activities, schedules, details, etc.
- Use the Web Site to enhance communications with parishioners
- Include a tag line at the end of the pulpit announcements each week ....  
“These and other Parish Announcements are available on our Web Site at [www.StDemo.com](http://www.StDemo.com)”



## **Use Parish Web Ads**

- All Web Ads are the Same Size – Business Card Size
- Links from Web Ads to Advertiser’s Home Page
- Web Ads and “content” of Linked Pages can be changed on a regular basis
- Parish Web Ads more “targeted” than Bulletin Ads
- Parish must promote the Support of the Web Ads – “Web Ads Support the Parish”
- Link to Parish Web Ads should be prominent but not intrusive
- Use Web Ads to promote Parish Activities
- Web Ads should support the cost of the Web – Use Parish Bulletin Rates as Guide
- Web Ad Rates vary with the Size of the Parish
- Web Ad Rates adjusted by the number of visits to the Parish Web Ads Page

