

Websites and the Small Church – Blogs and Changing Content

Once everything is all set on your website and you've finished everything, it'll be time to change something! A website should be changed on a regular basis- monthly or bi-monthly is fine. The reason a website should be changed on a regular basis is because you want to give people a reason to visit your website. If you never make changes, people will assume that the information isn't up to date. The pages probably will be always there, but sometimes stuff at church changes, and you want your website to reflect that. There are a few easy ways to change things up.

Changing pictures on your website is the easiest way to make it fresh! It's great to have seasonal pictures. People want to see summer pictures in the summer. Another easy way to change things up is to add registrations for things like Vacation Bible School. Also, if you have a Sunday School page or Christian Education page, make sure that it has current information. If the adult Sunday School is studying the book of Romans, you don't want it to say that they are studying Isaiah (which is what they finished studying six months previously). Every once in a while, about every year or two, it might be nice to change the design theme of the website. That's pretty easy to do, and Weebly adds new themes periodically.

Blogs are another way to add changing content. If your pastor or some other person who has a gift for writing, this is a good way to use their gifts. If they currently write something for the church newsletter that's devotional, it probably can be adapted for the blog. It's a great way to connect with people in the community!

I've found that having another page with in the blog style with current news updates, is also a great way to show the community that things are happening at church. Basically, anything you would send to the newspapers for a press release, you can post there with pictures, if possible. After an event, you can also post pictures in a slideshow format. Having a page with news updates is basically free publicity for the church.

Next time we'll be exploring how to use social media to point people to your church website and hopefully get people connected with your church.

This column will feature a new "tech topic" each month by Kathleen Blackey. Please feel free to email Kathleen directly with questions at ck.blackey@gmail.com

