

“We Don’t Need the Web”

...

And other fun sayings of a dying church

We Needs the Young

Less than 20 percent of
Americans regularly attend
church



Only 2 of 10

But... young people

want apps

Google

When young people Google or use Google Maps they look for a clean and good looking website first for brick and mortar businesses.

Story time

Who Am I

Jesus Noland

Software Engineer

Python Software Developer
(Verys)

- Developed an Augmented Reality Platform
- Developed a mind-mapping web app

Saying #2300

“People need the 11 o’clock hour to
be close to God”

- *Dying church*

Establish a Web Presence

Yes the web is still valuable today.

Saying #1844

“Website design doesn’t really matter.”

- *Dying church*

46% of people say that a website's design is their #1 criterion for determining the credibility of an organization

Options

- Custom built
 - Digital Ocean
 - Linode
 - Google Cloud Platform
 - Amazon Web Services
- Pros
 - Build unique, special, and hyper-focused applications
- Cons
 - Everything is on you and your team

Options

- Self-served framework
 - WordPress
 - Joomla
 - Django
- Pros
 - Large community
 - Many resources
- Cons
 - Need to know a specific programming language

Options

- Full service platform
 - WordPress
 - Wix
 - Weebly
 - Squarespace
- Pros
 - No programming
- Cons
 - Tiered pricing for more features

Demonstration

Web site vs. Web app

Strategy

Saying #1

“That’s the Pastor’s job. What’s his salary going to anyway?”

- *Dying church*

Message & Content

Design Tip #1
Use photos of your church members.

Design Tip #2
Show your hours and where you are.

Design Tip #3
Use less words.

Involve the Youth

Give them ownership

Use their skill with the Web to develop, distribute, and market your web presence.

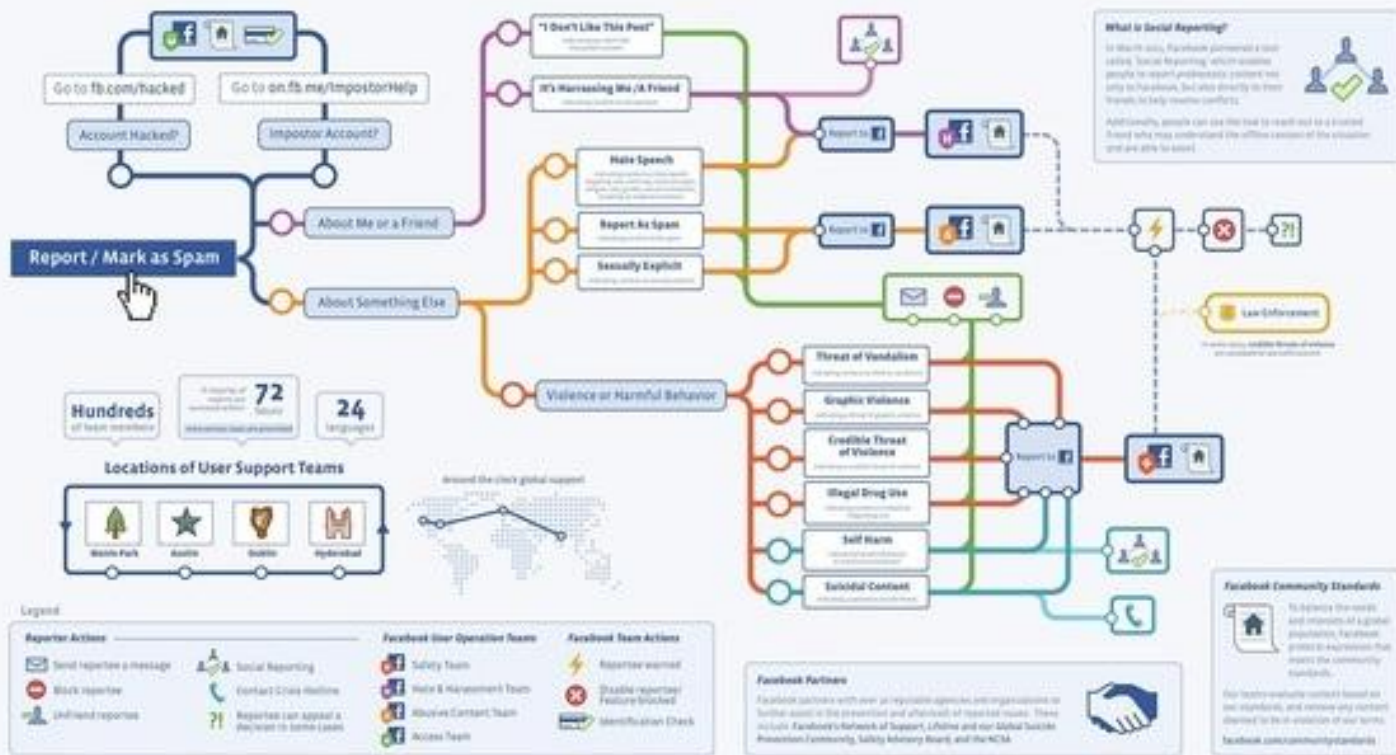
Activity

Question #1

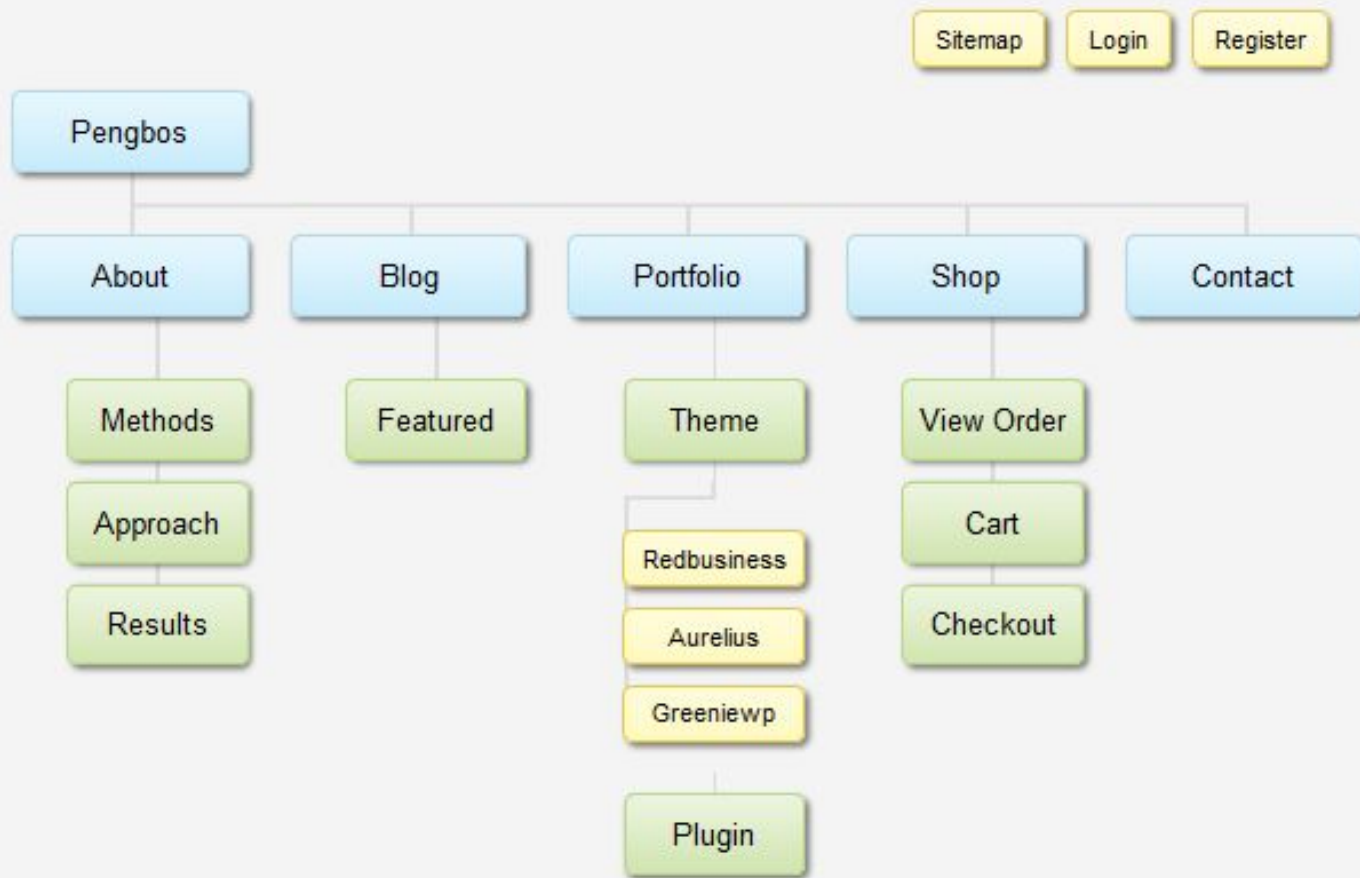
Start thinking more strategically about your church website content by writing out a sitemap.

What Happens When You Report Something?

At Facebook, nothing is more important than the safety and security of the people who use our service. With a community of over 900 million people, Facebook maintains a robust reporting infrastructure made up of dedicated teams all over the world and innovative technology systems.



Sitemap



Question #2

Think about your target audience. Who will be visiting the website, and what will they be looking for? Make a list.

Question #3

Determine what type of content is needed on a per-page basis. Expand the sitemap.

Question #4

Consider where you will get content for these pages. List sources.



YOU'RE DOING IT, PETER!

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