



# A WELCOMING & USABLE WEBSITE CHECKLIST

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## Encounter - Phase 1: Nurturing Joy Initiative

Your website is your front door. For many, this is the first place they will encounter you. Whether they look up Mass times or sacramental information, people often turn to websites first.

It's important that we evaluate our websites on a regular basis. Are they easy to use? Are they welcoming? Do they show that we are a mission-oriented church that forms disciples of Jesus?

One way is to make sure there are signs of life on your website. Are there pictures of the people from your parishes and are they happy and inviting? Is there information about getting involved?

While this information may be in your bulletin, that is not the first place people are going to look. It needs to be on your website.

An important factor is making sure the information people are looking for is easy to find. We've developed this checklist to see how many clicks it takes people to find that information. Through good menus, people should be able to find things in 2-3 clicks.

We recommend having a few different people, including volunteers of different ages, genders, and backgrounds, go through your website(s) with this checklist. Invite people who don't go to your parish, members of the different parishes in your Family of Parishes to visit a different site to look with fresh eyes.

Then, with the results of the checklists, review as a team to discern where you could make some simple, yet effective improvements.

Here are a few articles that may be of interest about the importance of your Family of Parishes website:

- [10 Tips for building a website people want to visit - eCatholic](#)
- [Jesus wept – and so did I when I tried to use your parish website - eCatholic](#)
- [5 Quick Tips for a Great Church Website - Outreach](#)



## A WELCOMING & USABLE WEBSITE

### HOW MANY CLICKS DOES IT TAKE YOU TO FIND:

- Addresses for each church and the Family of Parishes office(s)
- The office phone number
- Information for who to contact in an emergency
- Mass times
- Confession times
- Parish Staff - Pastoral and Administrative Staff (bonus for smiling pictures)
- FoP Pastoral Plan (if complete)
- Youth initiatives
- Sacramental information
- How to donate
- Upcoming Events
- Social Media Links
- Hall rental information with pictures (if applicable)
- Digital Bulletin

### DO YOU HAVE:

- Pictures of smiling people, and diversity of ages and races
- Good pictures of each church building and hall.
- Registration information for new parishioners
- Up to date information about the ministries you offer
- Up to date information on service to the poor and how they can access it
- Up to date information about Mass Intentions and how to request them
- Information re. getting involved (e.g., bible study, CWL, KofC, etc. With contact info)

### USABILITY

- Menu and options are logical and easy to follow
- Reads well on a computer
- Reads well on a tablet
- Reads well on a phone

### OTHER

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