



A PRACTICAL SELF-AUDIT FOR CHURCH LEADERS

First-Visit Church Website Checklist

See your website through the eyes of a first-time guest.
Find what is clear, what is missing, and what may be costing you visits.

How to use this checklist

- 1 Open your church website on a phone, preferably as if you know nothing about the church.
- 2 Check each statement you can confidently answer yes to without searching or guessing.
- 3 Add your score, then prioritize every unchecked item that affects a guest's next step.

The goal is not merely a beautiful website.

The goal is a clear pathway from online visitor to in-person guest.

Can a first-time guest find what matters?

1. First Impression

Clear in five seconds or less

- 1** The church name and location are immediately visible.
- 2** The homepage clearly communicates who the church serves.
- 3** The design feels current, welcoming, and trustworthy.
- 4** The main message is readable without visual clutter.
- 5** A first-time guest can identify the primary next step.

3. Plan a Visit

Give guests a simple pathway

- 11** A clearly labeled Plan a Visit page or button exists.
- 12** Guests know what to expect during the service.
- 13** The church's atmosphere and worship style are described honestly.
- 14** Accessibility information is available when relevant.
- 15** A guest can ask a question before attending.

2. Service Information

Remove uncertainty before Sunday

- 6** Service days and times are easy to find.
- 7** The physical address is visible and linked to directions.
- 8** Parking and building-entry information are provided.
- 9** Children's ministry details include ages and check-in expectations.
- 10** Contact information is current and easy to use.

4. Mobile Experience

Test the site where most guests will

- 16** Every page is easy to read on a phone.
- 17** Buttons are large enough to tap without difficulty.
- 18** Menus open quickly and navigation is straightforward.
- 19** Images load without slowing the page noticeably.
- 20** Forms can be completed comfortably on a mobile device.

Does the website build trust and invite action?

5. Message and Identity

Help people understand the ministry

- 21** The church's mission or purpose is stated clearly.
- 22** Beliefs are presented in understandable language.
- 23** Pastoral and ministry leadership are introduced.
- 24** Real photographs show the actual church community.
- 25** The website's voice matches the church's real personality.

6. Content and Trust

Show that the church is active

- 26** Recent sermons or messages are available.
- 27** Events and announcements are current.
- 28** Outdated dates, staff, and ministries have been removed.
- 29** Social media links open the correct active accounts.
- 30** Every page uses consistent branding and accurate information.

7. Accessibility and Clarity

Make every next step easier

- 31** Text has strong contrast against its background.
- 32** Font sizes are readable without zooming.
- 33** Images include meaningful alternative text.
- 34** Links describe where they lead instead of saying click here.
- 35** Important information is not communicated by images alone.

8. Connection and Response

Turn interest into engagement

- 36** Contact and prayer-request forms work correctly.
- 37** Giving is secure, clearly explained, and easy to access.
- 38** Visitors can watch a service before attending.
- 39** Every form displays a clear confirmation after submission.
- 40** Someone regularly tests links, forms, and contact information.

Turn your audit into an action plan

YOUR SCORE

_____ / 40

Give yourself one point for every statement you checked.

34-40

GUEST-READY

Your website provides a strong, clear path. Maintain it and keep the content current.

26-33

STRONG FOUNDATION

The essentials are present, but several improvements could increase confidence and response.

16-25

NEEDS ATTENTION

Guests are likely encountering unanswered questions or unclear next steps.

0-15

REBUILD THE PATHWAY

The website may be creating more uncertainty than connection. Begin with service information, mobile clarity, and a Plan a Visit path.

YOUR TOP THREE PRIORITIES

1 _____

2 _____

3 _____

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