



planning your church website

an easy guide to getting started with [Mandolin Design](#)

background information

a few details before we begin

Thank you for considering MD as a partner in the development or redesign of your website. We're dedicated to helping you build a site that meets your needs and will generate measurable results.

Before we get started there are a few things we need to know. We've put together this quick planning guide to learn about your goals, users, existing site, and how to make this particular project a success.

After you complete these few short pages we'll send you a proposal and cost estimate - including a complimentary analysis of your existing site. This is just a data gathering document - there's no cost, obligation, or commitment involved in filling it out.

Please provide us with the information on the right and then complete the questions on the following pages. You can contact us at any time if you have questions or need some guidance through this process. The final page provides instructions on how to return this guide to Mandolin Design.

Your Name:
(required)

Your Organization:
(required)

Your Phone Number:
(required)

Your Email Address:
(required)

Your Website URL:

How did you hear about us?

Mission Statement

Anything else we should know?

goals and objectives

the direction we need to take

Before starting a web project, we like to step back and take a broad view of your objectives. This is the first worksheet intended to help determine what shape the right site for you will take.

A website can help achieve a number of goals. Some examples include:

- Attracting guests
- Providing services and features to church members
- Hosting an online-only ministry
- Improve leadership communication
- Event Registration
- Other

Which of these sound like goals you have? Don't worry about specifics - we'll discuss details later. For the moment think in broad terms. Right now we're looking at the forest, not the trees.

Please check the boxes on the right to tell us what your main site goals are - whether this is a new site or a website redesign.

Attracting Guests

Bringing more visitors to you website and church

Providing services and features to church members

Improve member communication and encourage involvement in your church by making the website a place where members are active.

Hosting an online-only ministry

Attract those who can not attend the physical church and watch your church serve the community like never before.

Improve leadership communication

Reduce meeting time and costs by streamlining communication with church leadership. Posted documents do not require printing.

Event Registration

Simplify registration for participants with online registration and payment options for church events.

Other

Any other specific goals you have...

external audience - guests

targeting specific groups lets us meet their individual needs

Take a moment to brainstorm about who might use your site. What would they need to find in order to convince them that you can meet their needs? Think about the specific information and features that will best answer their questions or provide them with useful services and solutions.

Group #1:

Information and Feature Needs:

Group #2:

Information and Feature Needs:

Group #3:

Information and Feature Needs:

Group #4:

Information and Feature Needs:

Group #5:

Information and Feature Needs:

internal audience - church goers

targeting specific groups lets us meet their individual needs

Take a moment to brainstorm who at the church should be using your site. Think about groups such as seniors, young adults, parents, ministries, volunteers, etc... How do we provide those groups with useful information and how do we ensure that this website is a meaningful tool in keeping people not only informed, but involved in what we do.

Group #1:

Information and Feature Needs:

Group #2:

Information and Feature Needs:

Group #3:

Information and Feature Needs:

Group #4:

Information and Feature Needs:

Group #5:

Information and Feature Needs:

ministries/affiliations/partnership

the church today doesn't operate in isolation. Identifying partner organizations is important for two reasons.:

- 1. help your site visitors to better understand your ministry.**
- 2. may attract search engine visitors to your website when someone searches for information about the given organization.**

Organization #1:

Organization Information

Organization #2:

Organization Information:

Organization #3:

Organization Information

Organization #4:

Organization Information

Organization #5:

Organization Information

competitive analysis

understanding the players lets us plan a winning strategy

It is rare for a guest to attend a church without first checking it out online first. Check out your local competition on the web. List your competitors (other churches in driving distance) identifying what you like, dislike about each site. Also, if you know of a website of a church you really like, please include this in your list but check the not-local box.

Competitor URL #1:

Likes, dislikes, and general feedback:

Competitor URL #2:

Likes, dislikes, and general feedback:

Competitor URL #3:

Likes, dislikes, and general feedback:

Competitor URL #4:

Likes, dislikes, and general feedback:

Competitor URL #5:

Likes, dislikes, and general feedback:

reviewing your site

what to keep and what to can

Most of the clients we work with have an existing site that doesn't fully meet their needs. Maybe it was something they put together using FrontPage just to try out the web or their neighbor's teenage son built something in exchange for a digital camera. These are fine ways to get started on the web, but at some point it's time to reach for the next level.

We'd like to know about the experience you've had with your existing site. Please be as specific as possible. We'll use this information to determine how an updated site can better meet your needs.

1. The Good

What do you like about your site? What's been working?

2. The Bad

What don't you like about your site? Where have there been problems?

3. The Feedback

Online users are the harshest critics and give us the most insightful praise. What have other people said about your site?
