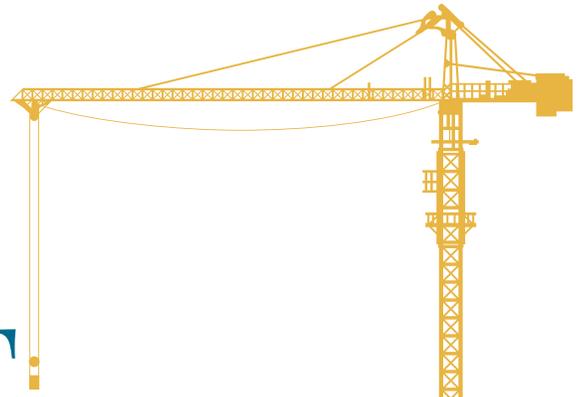


Website Creation WORKSHEET



Preparation is an essential first step for any project. This questionnaire is designed as a first step on the road to your new website.

Instructions:

1. Answer the questions below as best you can.
2. Print the file to PDF (This makes sure your responses are saved).
3. Send the saved PDF and your contact information to ConnectionalRelations@gcfa.org.

After completing the worksheet on the next pages, return this form to the Connectional Relations Team of UMC Support at ConnectionalRelations@gcfa.org and we'll contact you to discuss how our Communications team can help you take your website to the next level.

UMC COMMUNICATIONS
AND MARKETING
SUPPORT



866-367-4232



ConnectionalRelations@gcfa.org



www.gcfa.org

Before you even begin thinking about the structure or content of your website, it is important to know the structure, personality, and mission of your ministry. Spend some time answering the questions below. These will help you narrow down the purpose of your website, and the specific features you may need.

Thinking about your organization, who are you?

What is your mission and/or value statements?

What differentiates you from other ministries?

What are you known for, or want to be known for?

What makes you stand out?

Who is Your Audience?

Audience age range?

Where do they live?

What is their life like?

Are they UMC members? Seekers? Leaders?

Now that you've spent some time with the core of your ministry and what makes it different and unique, you are ready to start thinking about the purposes, goals, and mission of your site.

What is the purpose of your website? (Use 1 as the first priority when ranking.)

Raise Awareness for separate ministries? _____

Distribute information about programs and activities? _____

Raise funds via eGiving? _____

Event Registration? _____

Use contact forms for questions? _____

Spread the good news of your ministry? _____

What specific features will help you reach your goals?

Check all that apply. ProTip – sometimes, less is more. You don't want to overwhelm your audience. It may help you to also prioritize this section.

Blog/Newsletter

Event Registration

Social Network Marketing

Contact Management

Livestreaming

eGiving/Commerce

Secure area for Members Only

Now you can begin thinking about more of the architectural details of your website.

Home Page

Home pages should not be static – new information should greet repeat visitors when possible.

What information do you need on your homepage?

What should be front and center – event information? News? Action items?

The “About” page:

What do you need your audience to know about you? Staff Directory? History? FAQ?

What other pages do you need?

What information will be included? Be as specific as possible. Check all that apply.

Events

Ministry Info

News

Blog

Service Information

Live Streaming

Resources

Job Board

Giving Site

News

Contact Page

Other (please describe)

Now, let's think about the calls-to-action, or steps, you want your visitors to take. Once you've outlined them below, be sure to figure out how they fit in to the architecture of your site.

What specific pages are you going to focus on for your calls to action?

Which pages need buttons? What links do you need? Forms?

Read a blog/newsletter?

Sign up for newsletter?

Donate – if so, to specific causes, or one particular fund?

Create an account?

Visual Design: Think about what styles and designs do you like.

Do you have websites that you like or inspire you? If so, which ones and why? Be specific.

Does your ministry already have colors associated with your brand? Do you have HEX codes?

Is there anything else that you want as it relates to your website architecture not covered in the above material?

By now, you are probably ready to start building. You should have a rough outline of pages you need, information that needs to be included on each page, and calls-to-action for your visitor. Decide how you are going to build your site (coding or a website builder like Wix, Squarespace, Wordpress, etc.) and begin looking at designs or templates you like. The final step is outline responsibilities and next steps.

Responsibilities. As you think about your site, decide who will:

- Choose/register a domain name
- Obtain hosting
- Decide on what platform to build the website
- Decide on site design
- Build/Site architecture
- Write content
- Insert links and check for functionality
- Determine SEO steps taken
- Develop the marketing plan around your new website
- Launch site
- What is the timeline for launching the site?

We hope that this document helps you on your way to a vibrant and functional website for your ministry. If you have questions regarding website building, or if you are interested in having UMC Support build your ministry's website, please email ConnectionalRelations@gcfa.org to get started today.