

First impressions matter. Most people today are going to visit your site first to learn more about you before they even attend a service or an event. Make sure your church's web presence effectively communicates who you are. Studies have shown that you have about 6 to 9 seconds to communicate your message on any given landing page. How are you doing? Church Copilot is helping churches and ministries better engage and communicate on the web. Keeping your digital presence fresh to grow your ministry & engage your community.

Here are 8 questions to getting started.

- 1. What is the goal and purpose of the site?**
- 2. Who is your audience?**
- 3. What are your expectations for the site?**
- 4. What image do you want the site to convey?**
- 5. What do you like or dislike about other church websites?**
- 6. What features and functions does your church website need?**
- 7. Who will manage and maintain the site, and how?**
- 8. How will you track your goals and objectives?**