

THURSDAY, JUNE 29TH - 2023

WEBSITE

Workshops



&

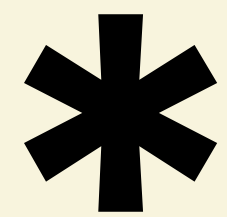


CNH
LCMS

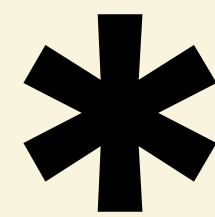
Highlights from Last week:

WHY?

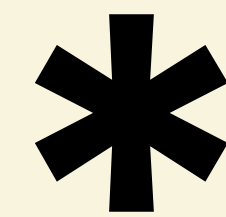
YOUR WEBSITE...



is no longer an
AFTER-THOUGHT
or a **LUXURY**
*(rather it's accessible
and inexpensive)*



is the **FIRST STEP**
someone makes
before they show
up in person



GOOD NEWS for a
world in pain and in
need of a Savior
*(Let's make it one less
roadblock/hurdle)*

Highlights from Last week:

SIMPLE TOOLS

**CUT OUT THE “WEB GUY” and
SHORTEN THE DISTANCE FROM
THE MINISTRY LEADERS TO
PUBLISHING CONTENT**



* if coding is required it's not simple

Highlights from Last week:

PRINCIPLES

- 1: Know Your Audience**
- 2: Keep it Simple**
- 3: Consistency in Voice/Branding**
- 4: Move Towards a Call to Action**
- 5: Be Mobile Ready**
- 6: Use Great Photos**

WEBSITE WORKSHOP (1 of 2)

LAST WEEK...

☒ **BUILDING BLOCKS**

☒ **SIMPLE TOOLS**

☒ **PRINCIPLES**

WEBSITE WORKSHOP (2 of 2)

TODAY

- ☒ Optimizing the User Experience
- ☒ Writing for Web
- ☒ Connecting to third party apps & services

QUESTION

WEBSITES:

Think about a **BAD** website experience you've had recently...

What would have made it easier?

Think about a **GOOD** website experience you've had recently...

What made it so good?

USER EXPERIENCE // WRITING FOR WEB // ADD ONS



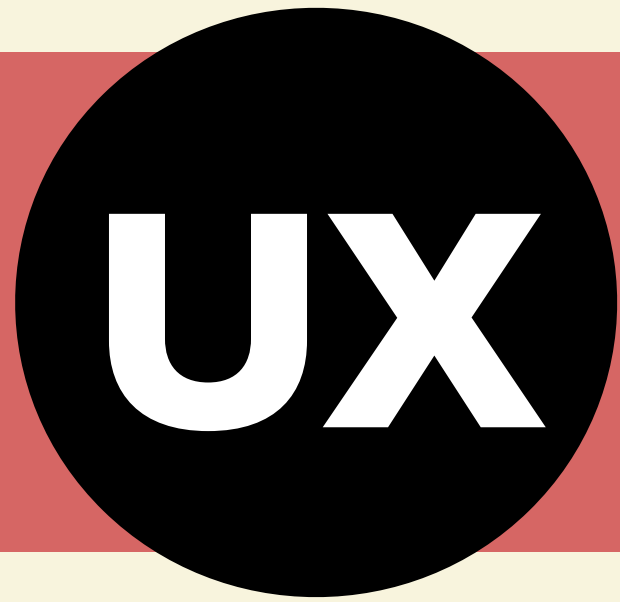
A GOOD USER EXPERIENCE...

Information » Inspiration » Invitation

**Users can FIND
what they are
LOOKING FOR**

**Users ENGAGE in
the content** (and
even share it!)

**Users TAKE a
STEP** (sign up with
forms or show up
in person)



INFORMATION

Users can FIND what they are LOOKING FOR

Discover the TOP 5 THINGS They are Looking For

Worship Times, Location, Phone, Email, Kids/Youth, Staff, Calendar (*What Else?*)

SIMPLIFY the Navigation

Boil it down to few pages & use headers (Logical & Hierarchical)

Eliminate “dead end” Navigation

Add an action or “read more” at the bottom

USER EXPERIENCE // WRITING FOR WEB // ADD ONS



INFORMATION

Users can FIND what they are LOOKING FOR

Use ICONS and WORDS

The web experience as we know it uses visuals everywhere you look

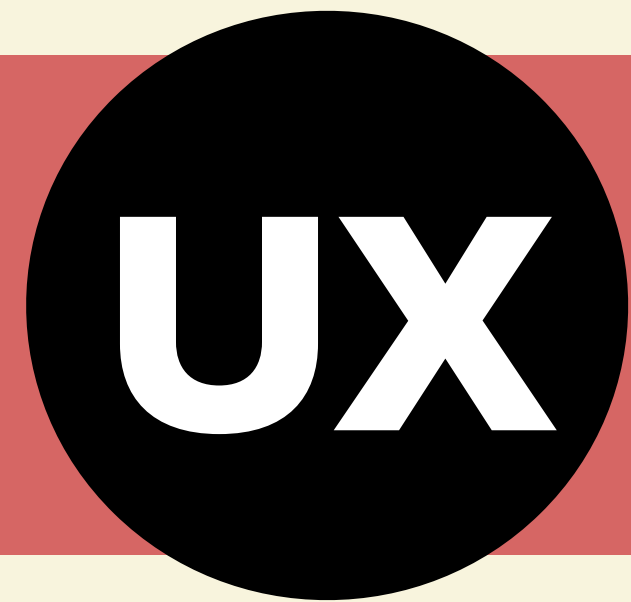
Find It More than One Way

Get to the most important stuff in multiple ways

Consistent Footer

Don't be afraid of packing information in the footer

USER EXPERIENCE // WRITING FOR WEB // ADD ONS



INFORMATION

Users can FIND what they are LOOKING FOR

QR Codes on Printed Material

They are really really ridiculously simple to make...

goqr.me/ www.qr-code-generator.com/

Simple Page Naming

www.stmatthewrocklin.com/VBS

USER EXPERIENCE // WRITING FOR WEB // ADD ONS



INFORMATION

Users can FIND what they are LOOKING FOR

VISUAL HEIRARCHY...

Canva Guide to Visual Hierarchy

YOU WILL READ THIS FIRST

And Then Probably This Next .

You'll read this body of text if your really want to learn more about the content.
These details matter but they are less important in figuring out the main idea.

*You'll Most Likely
Read This Before
the Paragraph*

FOUNDATIONS

4 SESSIONS

exploring how we *Follow Jesus*
& *Grow as Disciples*



USER EXPERIENCE // WRITING FOR WEB // ADD ONS



INSPIRATION

Users ENGAGE in the Content

Tell Stories of Impact (Testimonials)

Use short (quote) and long (blog) form story telling. Photos too!

Use Video

Simple: Event slideshow with Voice Over » *Complex:* Personal Testimony

Is Your Post/Page Sharable?

Check your social image (Facebook will be doing it's best to find it)

USER EXPERIENCE // WRITING FOR WEB // ADD ONS



INSPIRATION

Users ENGAGE in the Content

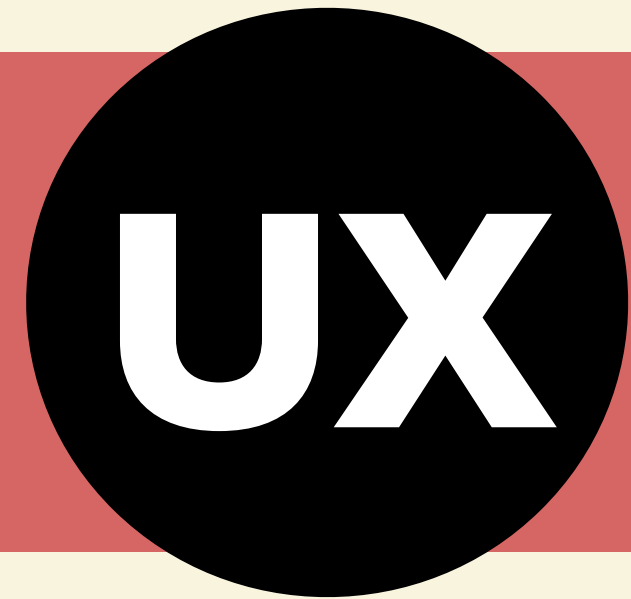
Simple Ideas for Inspiration & Engagement

“5 Ways to Structure Your Prayer Time”
(A.C.T.S. or Wow Thanks Help)

“Look for 3 Things as Your Bible”
(Law, Gospel, Application)

“Pillars of Lutheran Christian Faith”
(6 Chief Parts of the Catechism)

“The Meaning Behind the Lords Prayer”



INVITATION

Users take a step.

Simplify The Next Step / Invitation

“If it’s your first time visiting us, we’d love to get to know you.”

Develop Your Personal / Casual / Conversational Voice

90’s Marketing King James Website » The (Abridged) Message



INVITATION

Users take a step.

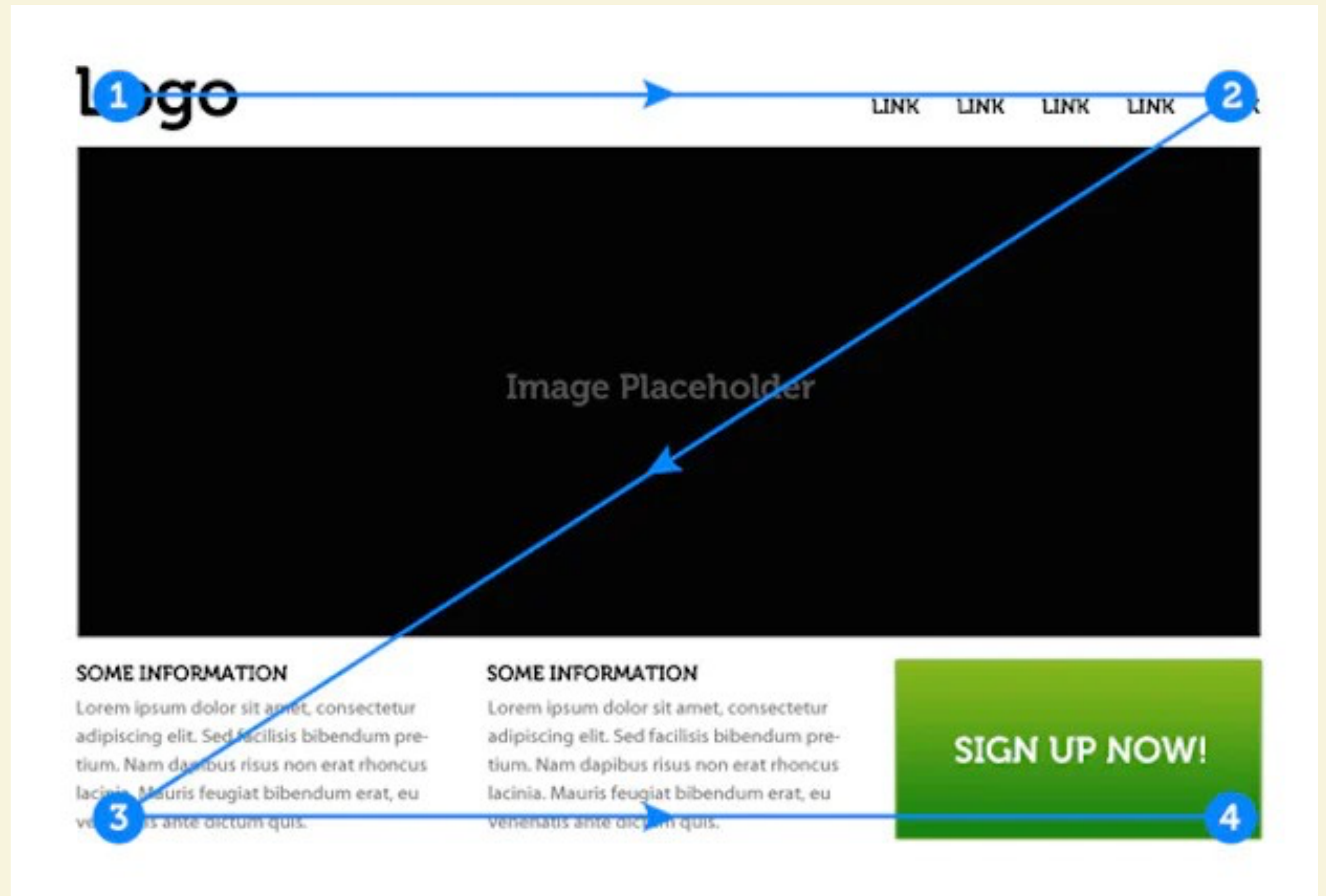
Explain Where You're Going & What's Expected

“Examples: Come hang out at the family BBQ. This event is geared towards simply building friendships to launch small groups in the fall... If it's you want to learn more about our church, come to a connect class... No previous Bible knowledge is needed... Come as you are”

Make Your Online Forms as Simple as Possible

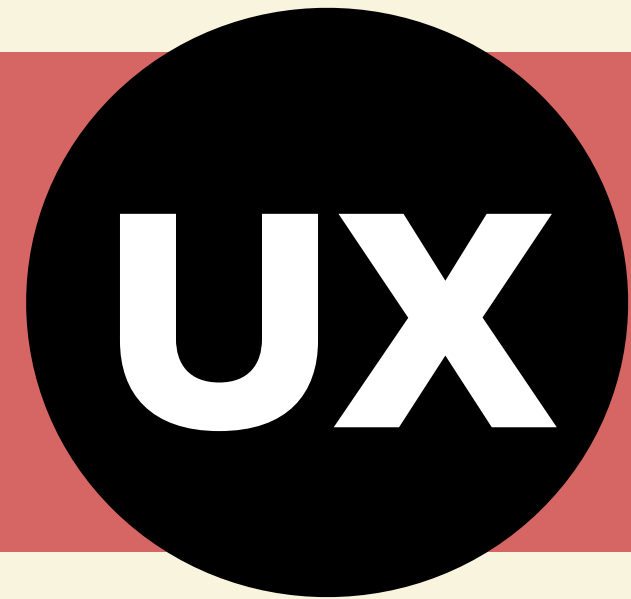
Contact Card: Name, Cell, Email » Medical Release Form: Everything

Z PATTERNS



SOURCE: **99Designs** - <https://99designs.com/blog/tips/6-principles-of-visual-hierarchy/>

USER EXPERIENCE // WRITING FOR WEB // ADD ONS



EXCERCISE

**Take 5 Minutes & Give Your Website a
Ranking in the Three Areas**

Information, Inspiration and Invitation

1 = Nonexistent // 5 = Functional // 10 = Working Well

What's One Simple Thing You Can Do To Improve Each?



WRITING FOR WEB

Be Concise
First Things First
Address the Need
Make is Scannable
Link » Go Deeper



BE CONCISE

Always be looking for ways to condense written content while keeping the necessary information

Elevator Pitch = 30 seconds to get right to the point.

USER EXPERIENCE // **WRITING FOR WEB** // ADD ONS



BE CONCISE

FEED MY STARVING CHILDREN

Every October our church family has the opportunity to live out our faith in a big way through the Feed my Starving Children MobilePack. Kids and adults of all ages hand pack nutritious MannaPack meals specifically designed to assist in reversing and preventing undernutrition. With over 360 million meals packed and distributed in 2018, FMSC is doing amazing work in the name of Jesus to impact world hunger.

MAKERS MARKETPLACE

This Saturday (9AM-3PM) our church is hosting the Makers Marketplace: “Handmade goods for a purpose” where over 70 artisans and crafters of all ages have made some amazing items to sell to **benefit the work of FMSC...**

Inspiration

Information

GET INVOLVED

SHOP: Make it a part of your Saturday (9AM-3PM) to pop in and check out all of the great handmade items with a few friends.

SERVE: We can use a few volunteers at the entrance, cafe and kids area. Contact Matt for more info (matt.molinari@lcef.org)

SHARE: share the above graphic on your social media feed or use the facebook event ([LINK](#))

DONATE: maybe you’ve made some great woodworking items, quilting or yard art which you could donate. Bring those items anytime on Thursday.

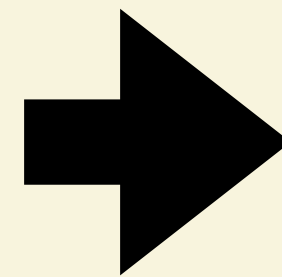
Invitation



FIRST THINGS FIRST

Put the most important information first: As users scroll quickly and then exit the page, you want to make sure they are getting the best information early to keep them engaged

Sign up [HERE](#). Your family is not going to want to miss the annual event we hold on the third Sunday in June at 2:00pm in the St. Paul fellowship hall. Don't miss this year's event on June 24th. The church is located at 3200 Main Street, Pleasantville



SPECTACULAR FUN EVENT

Sunday, June 25th (2:00 - 4:00 pm)
@ St. Paul's Fellowship Hall (3200 Main Street, Pleasantville)

Bring your who family to the annual thing that we do every year to connect as a church family. Sign up [HERE](#)

USER EXPERIENCE // **WRITING FOR WEB** // ADD ONS



ADDRESS THE NEED

Touch on the felt need and move towards how the program/event/activity addresses the need...

Grief can be isolating. Our grief support group is intended to put you in a community of individuals who are walking a similar path. Come heal with us Thursday evenings in our fellowship hall.

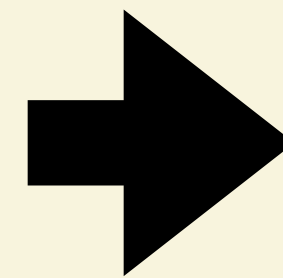
Are you losing your mind this summer? Send your kids to VBS!



MAKE IT SCANNABLE

Headlines, Bullet Points, Block Quotes

At Redeemer we know how important it is to be together in community and always stay connected with one another. A few of the ways we achieve that are through creating programs and events where you can experience belonging with a family who understands and walks beside you through the challenges of life.



OUR VISION

At Redeemer we know the value of community and connectedness. We strive to be...

- A place to BELONG
- A group who UNDERSTANDS
- A Community who WALKS BESIDE YOU



LINK » GO DEEPER

LINKS to documents/pages for more information:

You don't need to have all of the information on a single landing page

- *Summarize the document and put the entire PDF behind the link*
- *Link out to the original content or reference material (when this happens it improves SEO in both directions)*

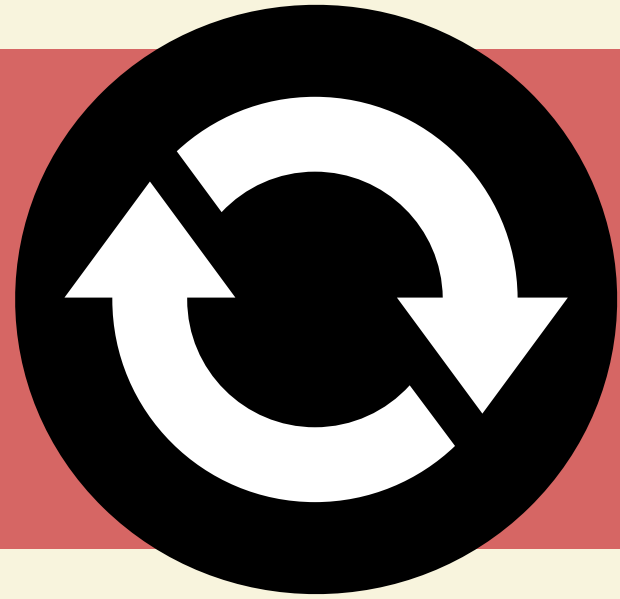


EXERCISE

NOW GO DO IT!

Take a section of your website and re-write it to say the same thing with fewer words, addressing the need utilizing scannable techniques.

USER EXPERIENCE // WRITING FOR WEB // **ADD ONS**



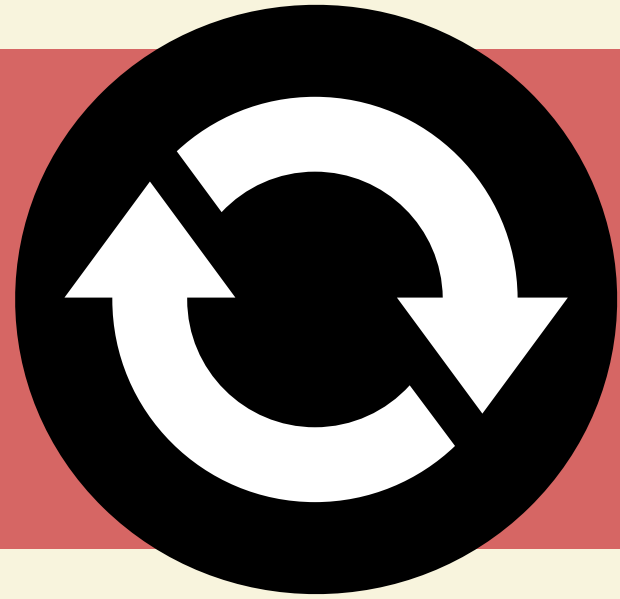
CONNECTING ADD ONS

CALENDARS

FORMS

EMAIL SUBSCRIPTION

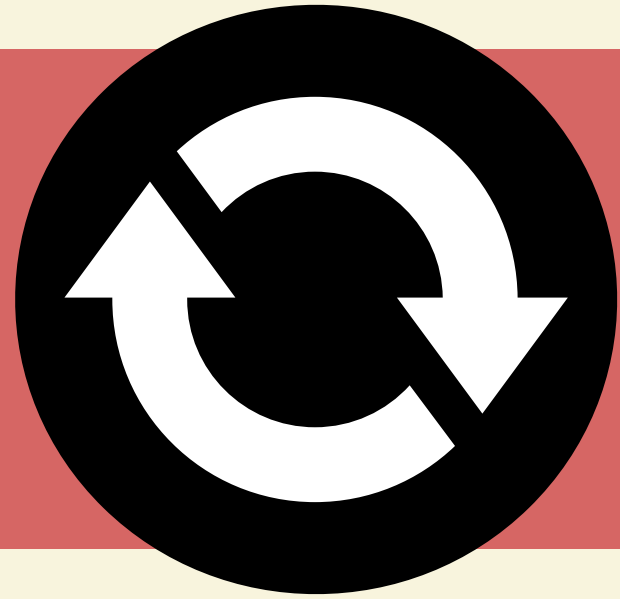
What else are you using?



CALENDARS

GOOGLE Calendars are an easy way to automate the publishing of event information.

***BE THOROUGH and BE AWARE of what is public**

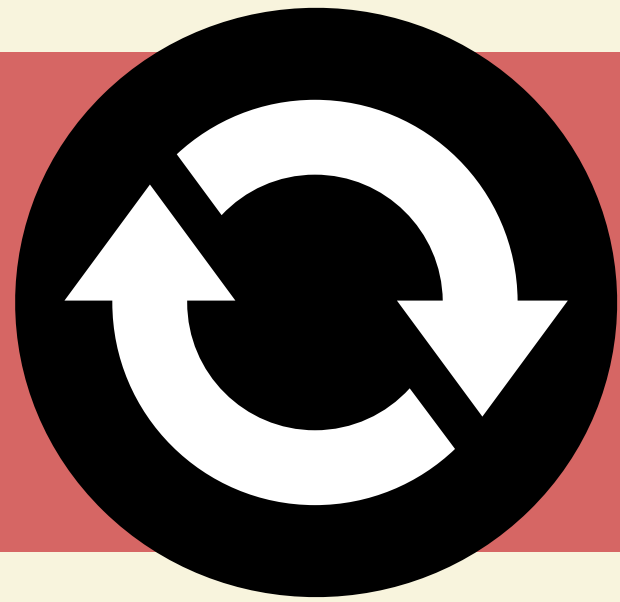


CALENDARS

GOOGLE INSTRUCTIONS

Follow this Link

1. On your computer, open **Google Calendar** in your browser.
2. At the top right, click Settings **Settings**.
3. On the left, under "**Settings for my calendars**," click the name of the calendar you want to share.
4. Under "**Access permissions for events**," check the box next to "**Make available to public**."
5. Click OK.



CALENDARS

PUBLIC URL = click away
from your site

EMBED = included in the
content of your site

Integrate calendar

Calendar ID
mattlaurenmolinari@gmail.com

Public URL to this calendar

<https://calendar.google.com/calendar/embed?src=mattlaurenmolinari%40gmail.com&ctz=A>

Use this URL to access this calendar from a web browser.

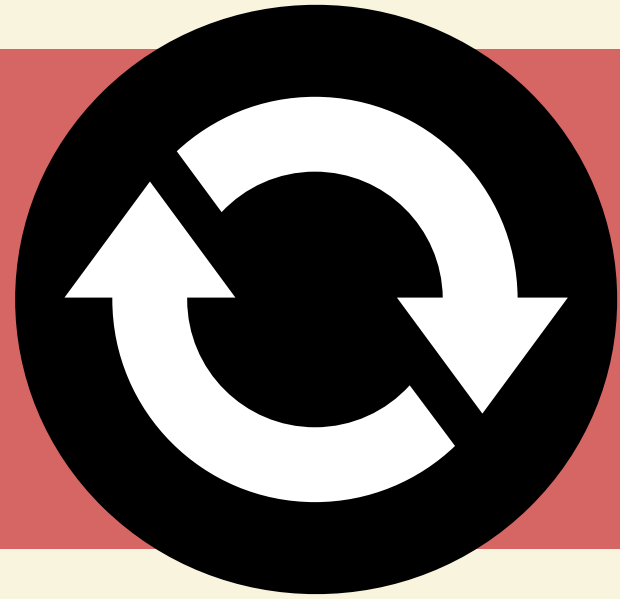
Embed code

```
<iframe src="https://calendar.google.com/calendar/embed?src=mattlaurenmolinari%40gma
```

Use this code to embed this calendar in a web page.

You can customize the code or embed multiple calendars.

[Customize](#)



FORMS

Start with the END in MIND

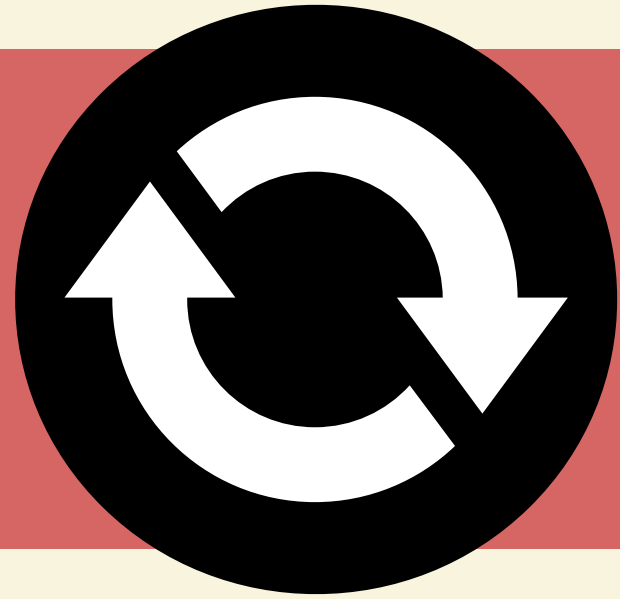
What will you do with the information submitted?

**Automated CONFIRMATION EMAIL = less work and
peace of mind for the user**

REMEMBER! Make Your Online Forms as Simple as Possible

Contact Card: Name, Cell, Email » Medical Release Form: Everything

USER EXPERIENCE // WRITING FOR WEB // **ADD ONS**



EMAIL SUBSCRIBE

Integrate your System with Simple: (Name/Email)

Utilize: “LIST / AUDIENCE / TAGS”

BUILDING BLOCKS // **SIMPLE TOOLS** // PRINCIPLES

SIMPLE TOOLS: Online Giving

LCEF's Joyful Response

<https://lcef.org/joyful-response/>

A free stewardship service for LCMS congregations, schools and RSOs. One time or recurring tithe on your church website, by a mobile phone app, or text to give.



THURSDAY, JUNE 22ND - 2023

WEBSITE

Workshops



&



CNH
LCMS