



# Website and E-Newsletter Tips

## WEBSITE CHECKLIST

1. What do you want your site to accomplish?
2. Who is going to be updating the website? What is their level of experience?
3. Who is your target audience (age/level of internet experience etc)?
4. What websites do you like and why?
5. What do you absolutely want on the site?
  - What absolutely must be on the homepage and what is the order of priority?
  - What must be visible at all times?
    - Some suggestions:
      - Worship times, address of your church, a phone number and email.
6. What are the main categories of information you want on your website?
  - Example: 'our history,' 'visitors,' 'new members.'
7. How would you like to communicate with your visitors?
8. Make sure that your website is mobile friendly.
9. Include links to your social media (if you have social media accounts).
10. Use meaningful images to help tell your story. Ensure they are of the highest resolution possible.



## E-NEWSLETTERS

1. Have a centralized message. People skim emails, they don't read them.
2. Keep it short – most people are reading their emails from their phones. Offer a teaser message with a link off to the full message.
3. Use concise, clear article titles
4. Use meaningful images.
5. Emails should be readable on multiple devices. Invest in responsive email templates or use provided templates from your service.
6. Emails should be branded – the use of a logo or Word brand helps delivery of your message.
7. Avoid spam trigger words.
  - See: <https://www.simplycast.com/blog/100-top-email-spam-trigger-words-and-phrases-to-avoid/>
8. Have an honest expectation of your messages: currently, industry standards show non-profit, religious emails open rate is just under 30%, click rate is currently 4.69%. MailChimp and IBM benchmarks report these numbers at least on an annual basis
9. Use a preheader and a subject line. When people are browsing messages within their email client, they need to have a reason to open your message. Watch limitations on both items. Preheaders should be between 80 and 100 characters, subject lines should stay about 41 characters.
10. All emails must include a physical address and an unsubscribe link (which must be honored). Know your spam laws. Different laws include: USA: CAN-SPAM Act Canada: Anti-Spam Law United Kingdom: Privacy and Electronic Communications Regulations European Union: General Data Protection Regulation (GPDR).