

Website Envy? No Need

Frustrated that you don't have any expertise or finances to create your own online presence? No need to be; you already have one! A Church Near You (ACNY) is the Church of England's online directory of every UK church. Despite often being the first result given by a search engine, very few churches take full advantage of this provision. Every church has an admin logon code, allowing access for up to five different users. Follow these 5 tips to improve the experience for website and therefore potential in-person visitors. Examples to inspire you before you start include: [St Luke's Boscoppa](#) and [St Peter's, Flushing](#)

1. **First Words.** This is a person's first impression of your church, so make it count. Styles will vary but do include the following: a warm welcome; a brief mission/vision statement; an invitation to come. For those who are part of the Parish Giving Scheme, this opening statement is used on your PGS donate page so it is an important consideration.
2. **Safeguarding Policy.** The default introductory paragraph and one which needs to be included but is probably better placed further down the page or in its own section within the left-hand menu.
3. **Services & Events.** Do ensure that your current service dates and times are clear and additionally that your address and postcode details lead directly to the building. If you are hard to find or the satnav won't reach you, include extra instructions.
4. **Links.** They are a great way to direct users to more detailed information, about your church activities or to your social media pages. In the past week, I have clicked on numerous links, which have led to 'page not found' and one 'own website' link, which took me to the BBC weather page! Remove or restore broken links to save frustration.
5. **Online Giving.** Now your page is user friendly, why not offer visitors an invitation to support your mission and ministry? This is straightforward and cost-free to set up through the online giving provider, GAL. For more information contact the GG team or click here [Parish Buying - Online Giving](#)