



1. Mass Times – Research shows this is one of the most common reasons people visit a website.
2. Physical Address – They can't go to your parish, if they don't know where it.
3. Email Address or Contact Form – Invite people to reach out to you. People like to ask questions via email because it's convenient with their schedules.
4. Phone Number – Another way to invite people to reach out to you.
5. Mission Information: What do you do and why. People want to know what you are about.
6. Information about the pastor and staff. This humanizes the institution/organization.
7. Photos of joyful people and ministry in action (not building images). Also, diversity is important. This helps people see that the church is alive.
8. Information about events, news updates. This helps people get involved.
9. Sign Up Form - This helps a casual visitor to your site become a subscriber to your emails. You can develop a relationship via email that will hopefully flourish and develop.
10. Welcome video from the pastor. This helps people feel welcome!

For More Tips: www.dosp.org/communications/communications-guide/