

Your Website Checklist

- **Is it friendly?**
- **Is your address and worship information above the fold?**
- **Is it easy to navigate around?**
- **Does it show effort in trying to be helpful?**
- **Who is your target audience? Does it really reflect that?**
- **Do people see it as a home or a library of church information?**
- **Is it a site where people can gather and bring their friends?**
- **What will bring them back again?**