

The Ultimate Guide to Building a Church Website.

Follow along with this guide to build a custom church website.

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Getting Started

Did you know that your website is the tool that interacts most with your new people? That's right, 80% of your website traffic comes from people that have never visited your website before. 80%!! We see a spike in traffic on the Saturday night of Easter weekend, of people simply Googling for a church near them. They then make the decision on which church to attend, entirely based on your church's website.

So, a question for you.

Is your church website one that you are proud of? Does it represent the life of your church to new people that only see you through its lens?

If not, or if you simply want to improve your website, this guide is for you.

I'm going to cover the basics of building a website and give you step by step instructions on how to build it yourself.

This won't take long.

If you follow this guide you can have a website ready to launch within an hour. You can then add more to increase engagement.

Alright... let's get started.

Your Branding & Photography

Solid branding and great photography are key to showing who you are BUT if you don't have those, we can still build something amazing together. The trick is to ensure that we are representing your church and not someone else's church. In this guide when we talk about branding and photography we will assume that you have something to work with but if you don't, simply head to the Stock Photo Library and do a quick search.

A stock photo is better than a bad photo.

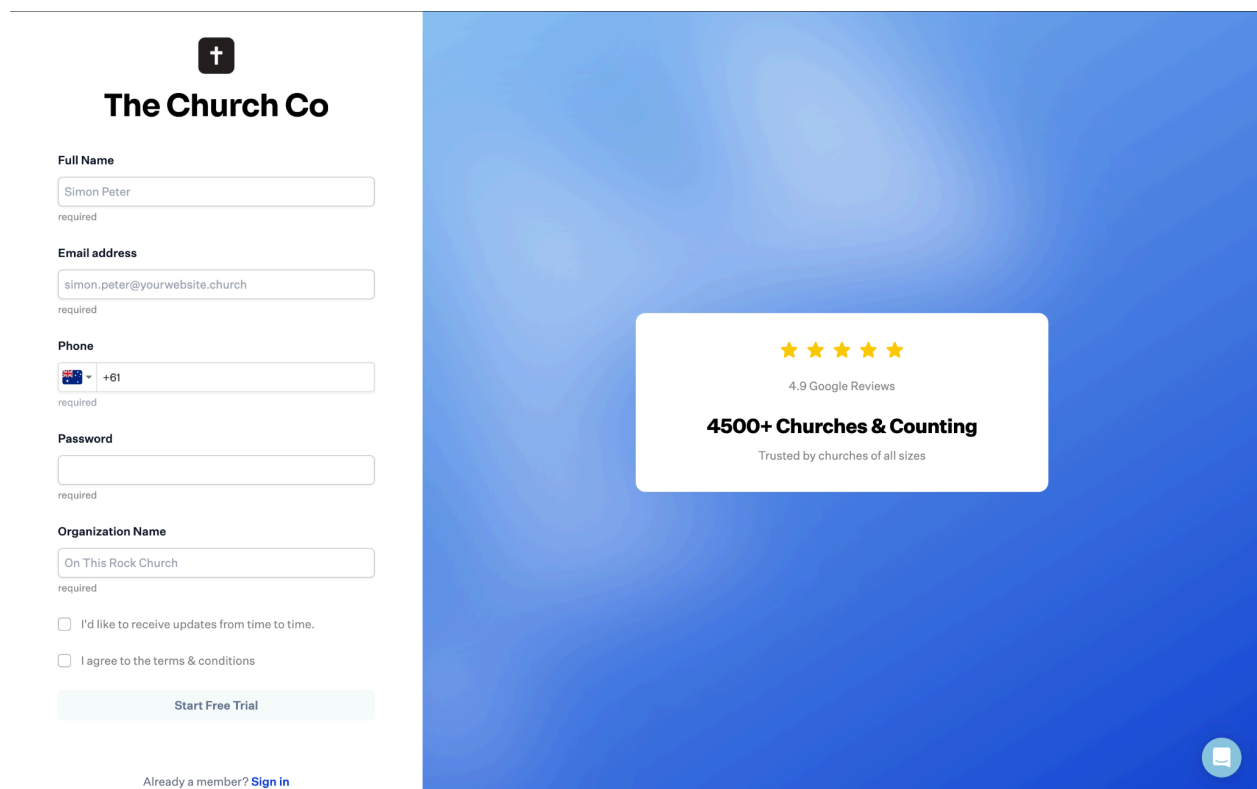
Step One

For this guide, we will be using The Church Co website platform. It's a simple, volunteer-friendly website builder that you don't need any design experience to use. There are premade templates that can be customized and they even have the capability of building the church website for you. The purpose of this guide is to walk you through how to build the website yourself.

There is a free, 14 day trial, so you won't need to provide any payment information to complete this guide.

Creating a Free Trial Account

First, head to app.thechurchco.com/signup and create a free trial. This is going to take you through the quick onboarding. Don't worry, I've added screenshots of everything and we will walk through it together.



The screenshot displays the 'The Church Co' signup interface. On the left is a white form with a black cross icon and the company name. The form includes fields for 'Full Name' (filled with 'Simon Peter'), 'Email address' (filled with 'simon.peter@yourwebsite.church'), 'Phone' (with a dropdown for Australia and '+61'), 'Password', and 'Organization Name' (filled with 'On This Rock Church'). Below these are two checkboxes: 'I'd like to receive updates from time to time.' and 'I agree to the terms & conditions'. A 'Start Free Trial' button is at the bottom of the form, and a link for 'Already a member? Sign in' is below it. On the right is a blue onboarding screen featuring a white box with five yellow stars, '4.9 Google Reviews', and the text '4500+ Churches & Counting' and 'Trusted by churches of all sizes'. A small chat icon is in the bottom right corner.

The Church Co

Full Name
Simon Peter
required

Email address
simon.peter@yourwebsite.church
required

Phone
+61
required

Password
required

Organization Name
On This Rock Church
required

☐ I'd like to receive updates from time to time.

☐ I agree to the terms & conditions

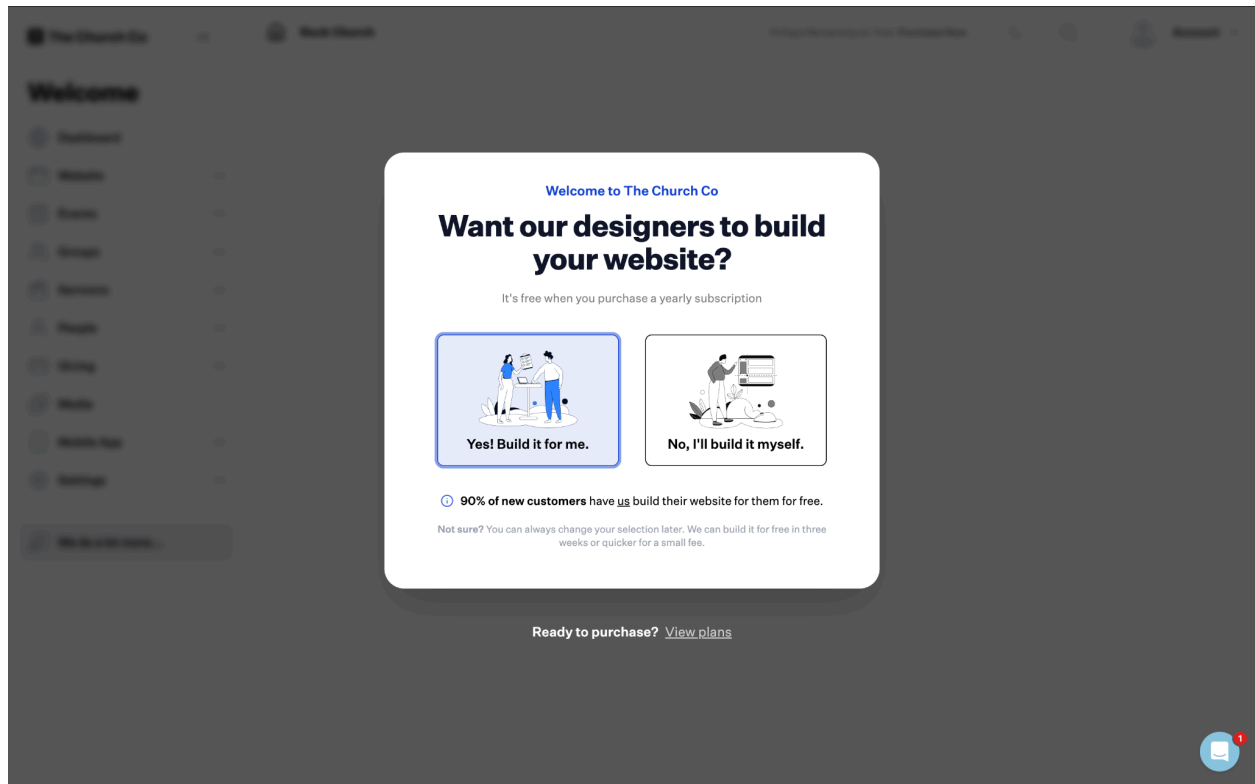
Start Free Trial

Already a member? [Sign in](#)

★★★★★
4.9 Google Reviews
4500+ Churches & Counting
Trusted by churches of all sizes

Complete Onboarding

Now that you've signed up you are on the onboarding screen. Click "I'll Build It Myself" then fill in the basic info and click next.



Enter Some of Your Church's Info

Quickly fill out some default info. This is going to help populate the main contact details for your church. You can also come back to this, so skip if you don't have the info readily accessible.

The screenshot shows a dark-themed web interface with a central white modal box. The modal is titled 'Let's get started' in bold black text. Below the title, a subtitle reads: 'This won't take long. We're going to customize the platform to your organization. We use this information in the Footer of your website.' There are three input fields: 'Organization Email' with the value 'info@rockchurch.org', 'Organization Phone Number' with the value '555-555-5555', and 'Organization Address' with the value '123 Main Street'. At the bottom of the modal are two buttons: a light blue '< Back' button and a dark blue 'Next' button. Below the modal, the text '1/3' is centered, and further down, the word 'skip' is visible. In the bottom right corner of the dark background, there is a small blue circular icon with a white speech bubble and a red notification badge with the number '1'.

Website Footer:

Let's get started

This won't take long. We're going to customize the platform to your organization. We use this information in the Footer of your website.

Organization Email

Organization Phone Number

Organization Address

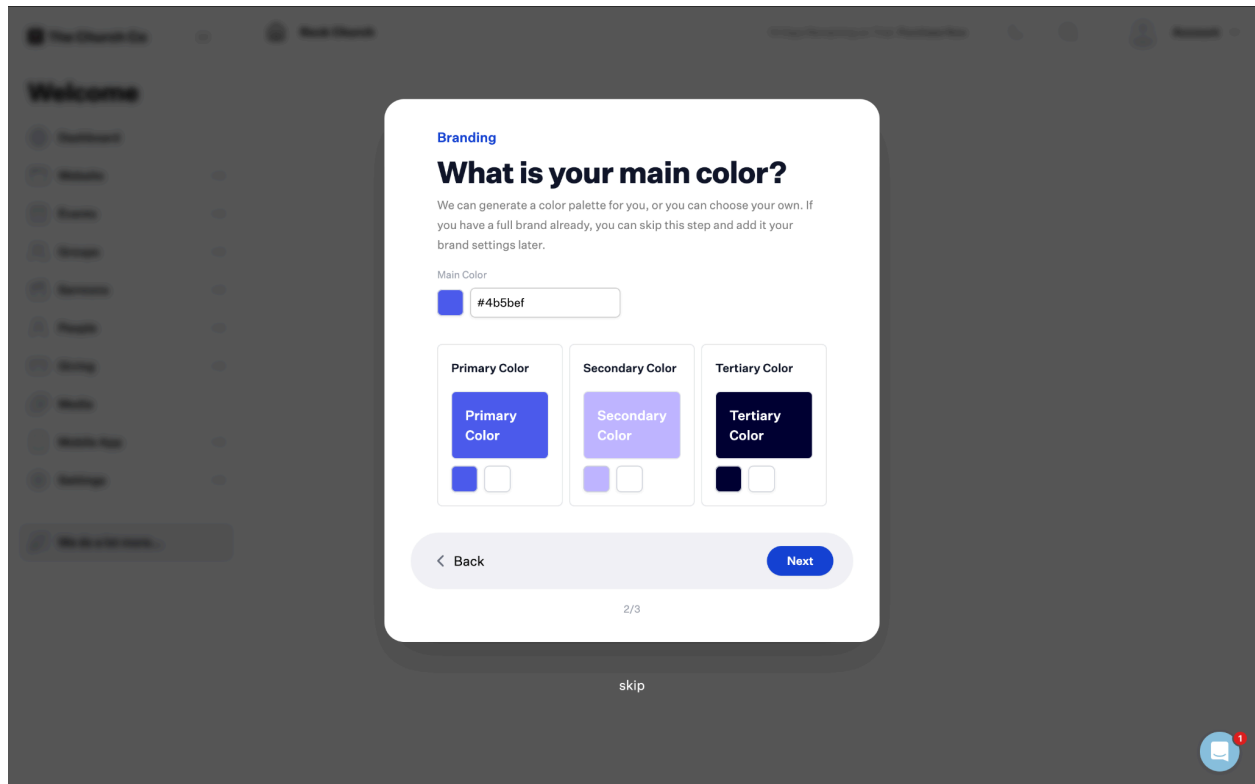
< Back Next

1/3

skip

Brand Colors

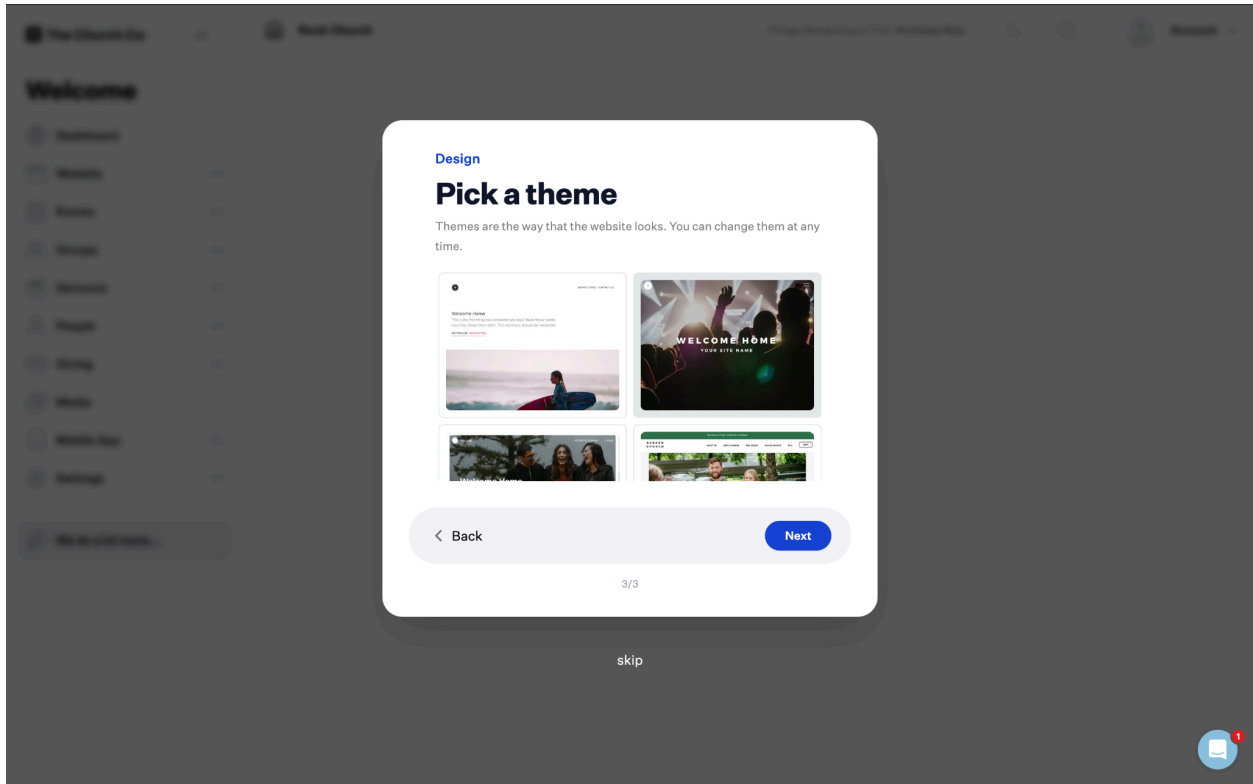
If you don't know these it is fine to just click next BUT if you select a main color, we will generate a quick brand for you based around that color. Let's do that and then click next. You'll be able to fine tune your brand settings at any point on the brand page and the changes will apply to the entire site. So don't get hung up on this now.



Theme

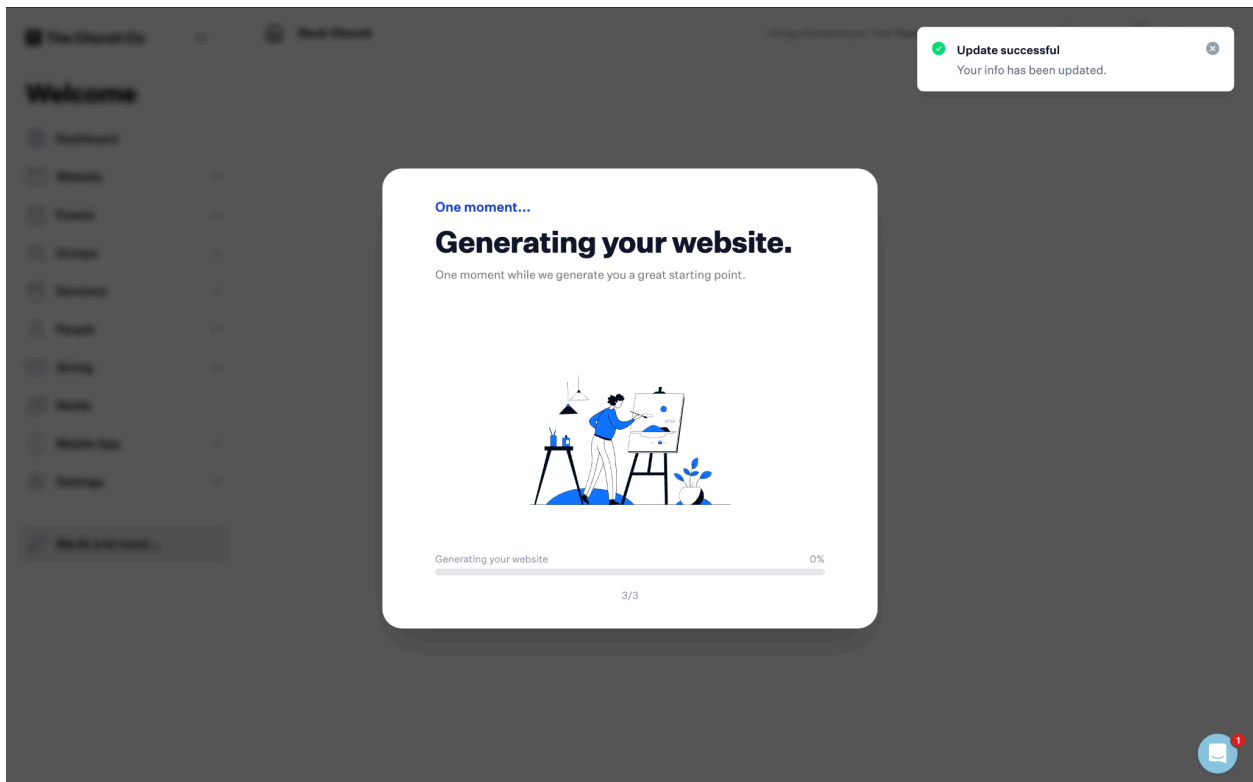
You can change themes at any point so don't worry too much about this. Select a theme and we'll get started. The Emphasis and Float themes are our most popular. For this guide let's use Emphasis. You can use our One-Click-Redesign feature to try another theme to see how it looks and we'll cover how to do that at the end of this guide.

Click next and our system will generate your homepage and you'll be redirected there.



Generating Website...

Your website is being created. Hold tight and you'll be redirected to your homepage.



The Home Page

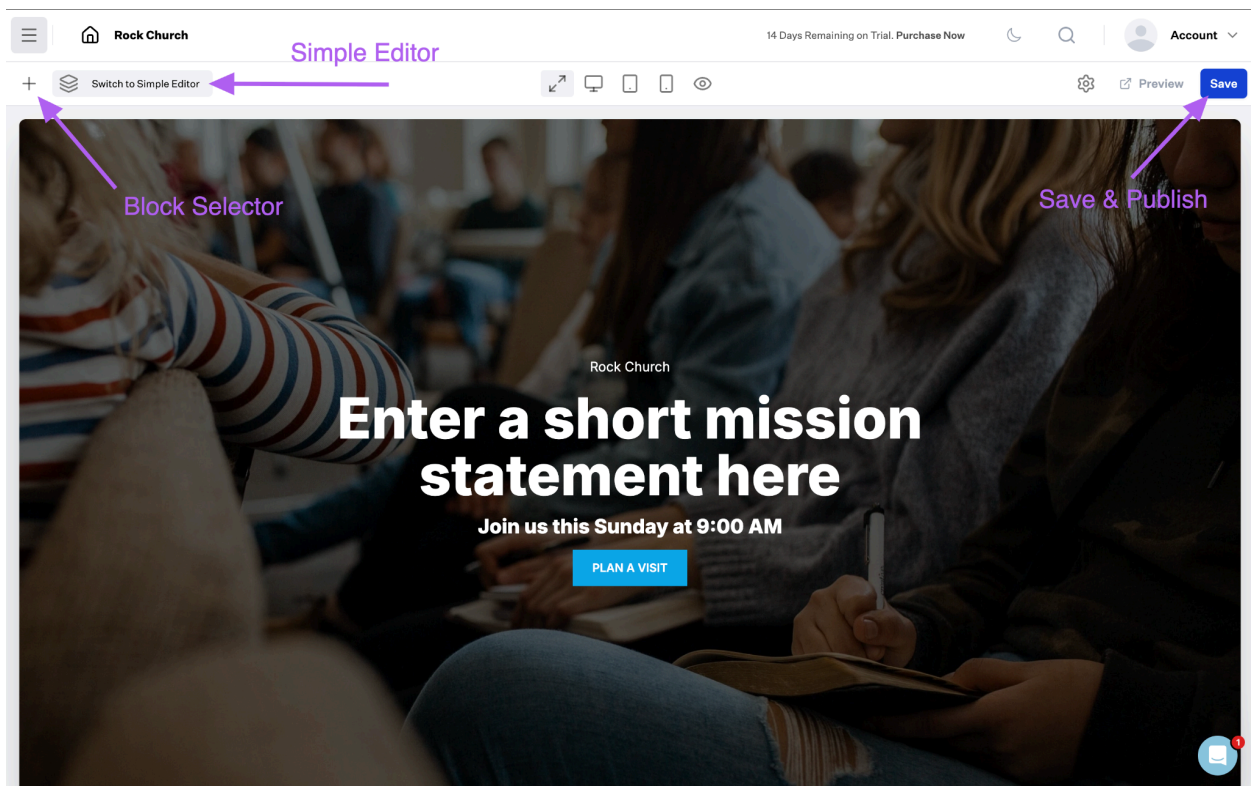
You are now on your homepage. This is the page that you can guarantee everyone will see. The temptation is to try and make it appeal to everyone but that is not the best strategy.

Instead, we are going to make this homepage an invitation for new people.

“But what about our members?”

Don't worry. You talk to them every week in person, online and on social media. We can create a separate page for them or they will be able to use the navigation to find the important info. We've used this strategy for over 6000 churches and I promise, this is the best route and in the end, will work for everyone.

Here's a quick overview of our website builder. You are looking at the design. On the left is a Block Selector which lets you add new elements to the page. On the right is the save button. The Simple Editor turns the interface into an easy to use form instead of a drag and drop designer. You can switch back and forth between them any time you'd like.



Let's Build

Hero Section

This is the one section we can almost guarantee that everyone is going to see. This section has to do 90% of the story telling. It should tell people exactly why they should visit and give them an opportunity to RSVP. If your website hero simply says your church name then you have missed the chance to engage the person.

Think of this like a hook in a video. You have to give the person a reason to browse the rest of your website.

The hero is it. It's named hero for that very reason.

If you are lost for words the easiest thing you can do is take your mission statement and make it active.

Let's say your mission is to preach the gospel and serve your community. Then make it an active tense. "Serving our community while preaching the gospel" with a call to action of "Come See For Yourself".

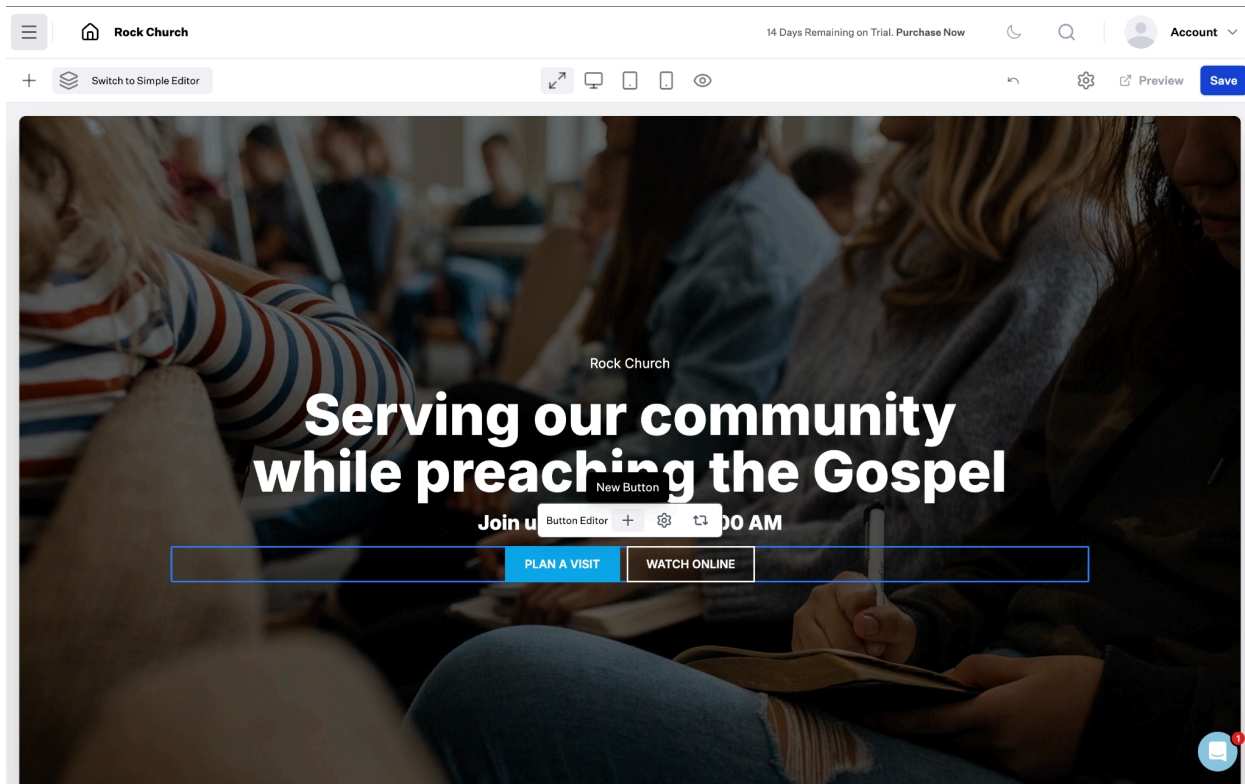
You need to inspire the person that it is worth giving up their Sunday morning for. They may not be a Christian or regular church attendee, so this can be a big ask.

"Come see why people are waking up early on Sunday mornings" Is actually an incredibly strong hero. It makes me curious. I want to know more.

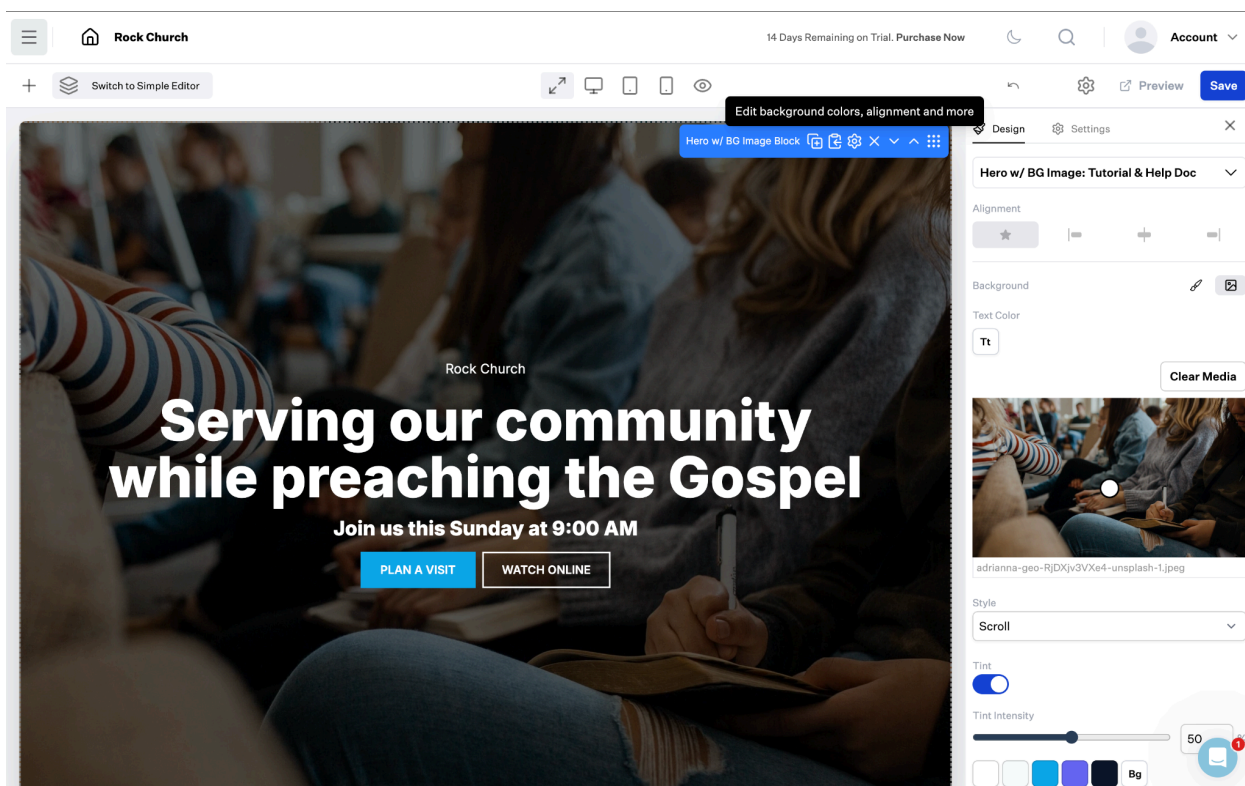
Be sure that you have a heading, some explanation and no more than 2 Call To Actions. One should be the most important thing. The other, a secondary first step.

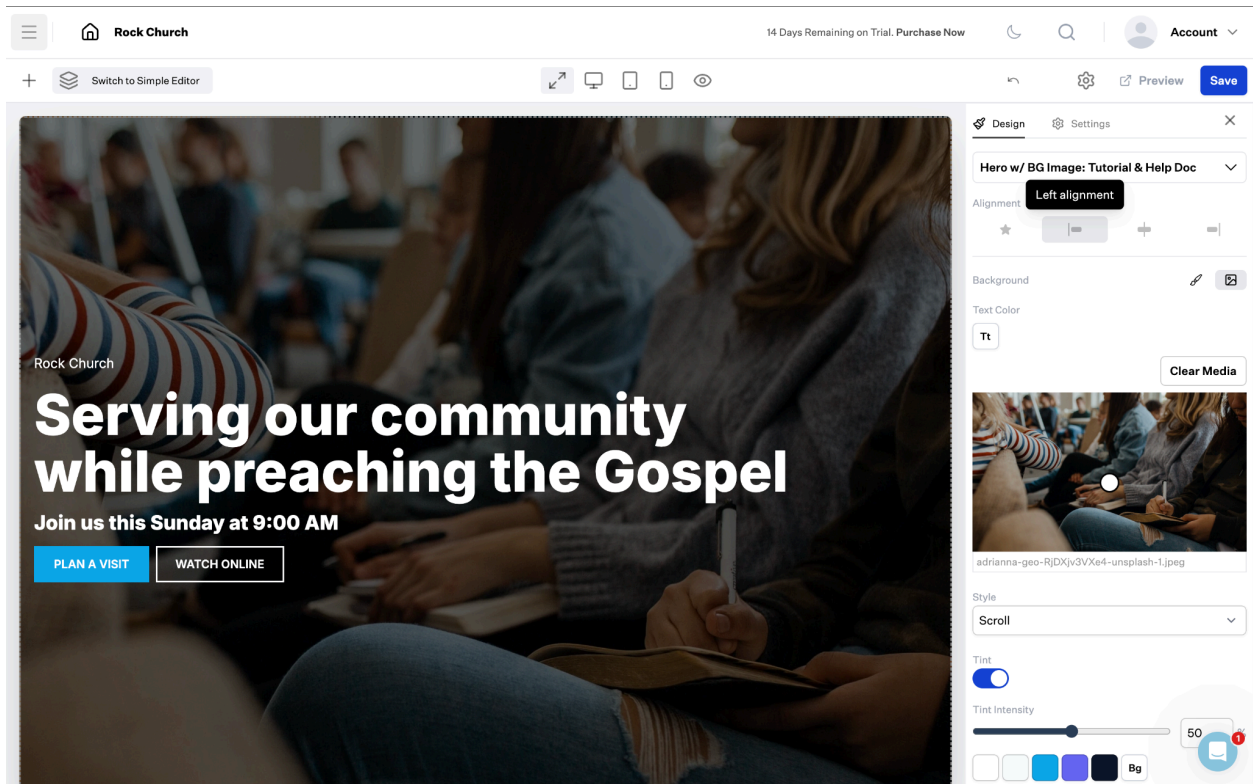
We suggest "RSVP" or "Plan A Visit" with a "Watch Online".

Click directly on the text and start typing to change this. You can also change the background image by clicking the setting button at the top right of the block.



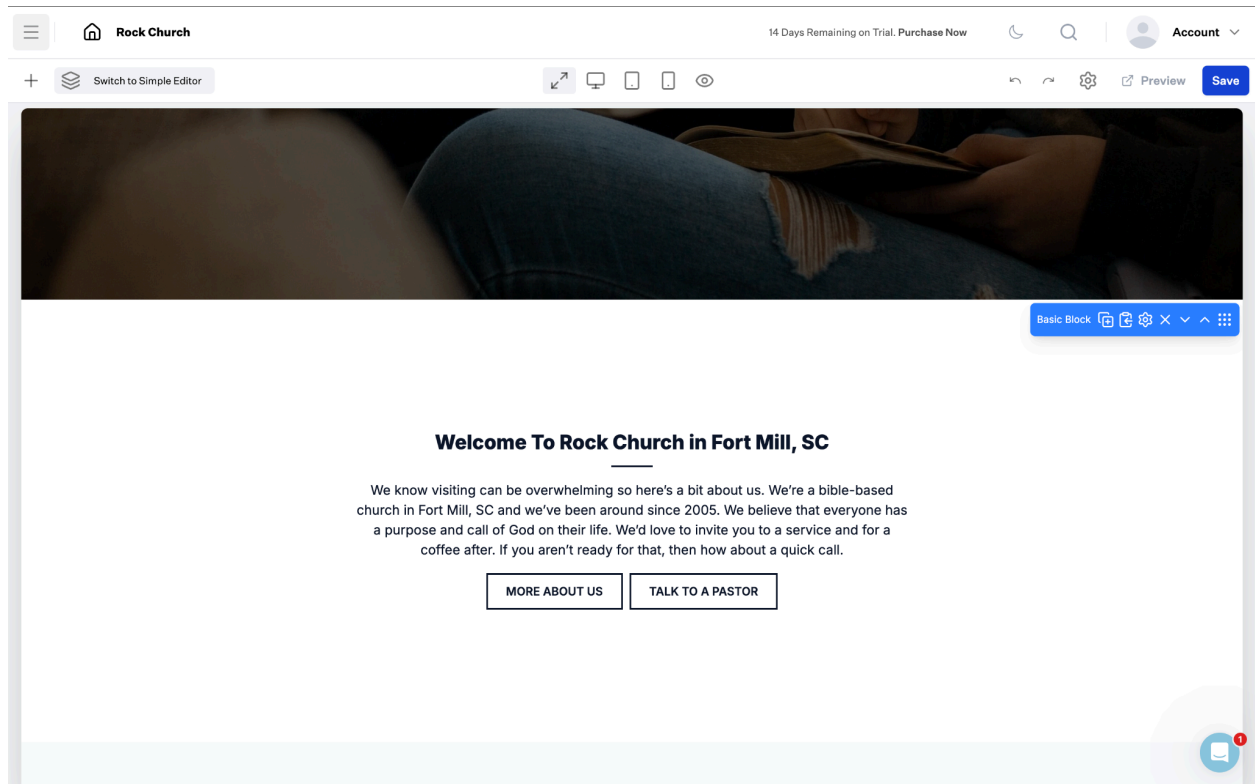
If you have a lot of text then we'd suggest shifting things to be left aligned.
Click the Settings button at the top right of the block to open the settings panel.





This is also where you can change the background image.

Intro Section



People mostly read headlines. 80% of people in fact. So make this second headline showcase the personality of your church and invite them to come visit.

Something like “Welcome to *CHURCH NAME* in *CITY*” (yes city is super important, don’t leave it out).

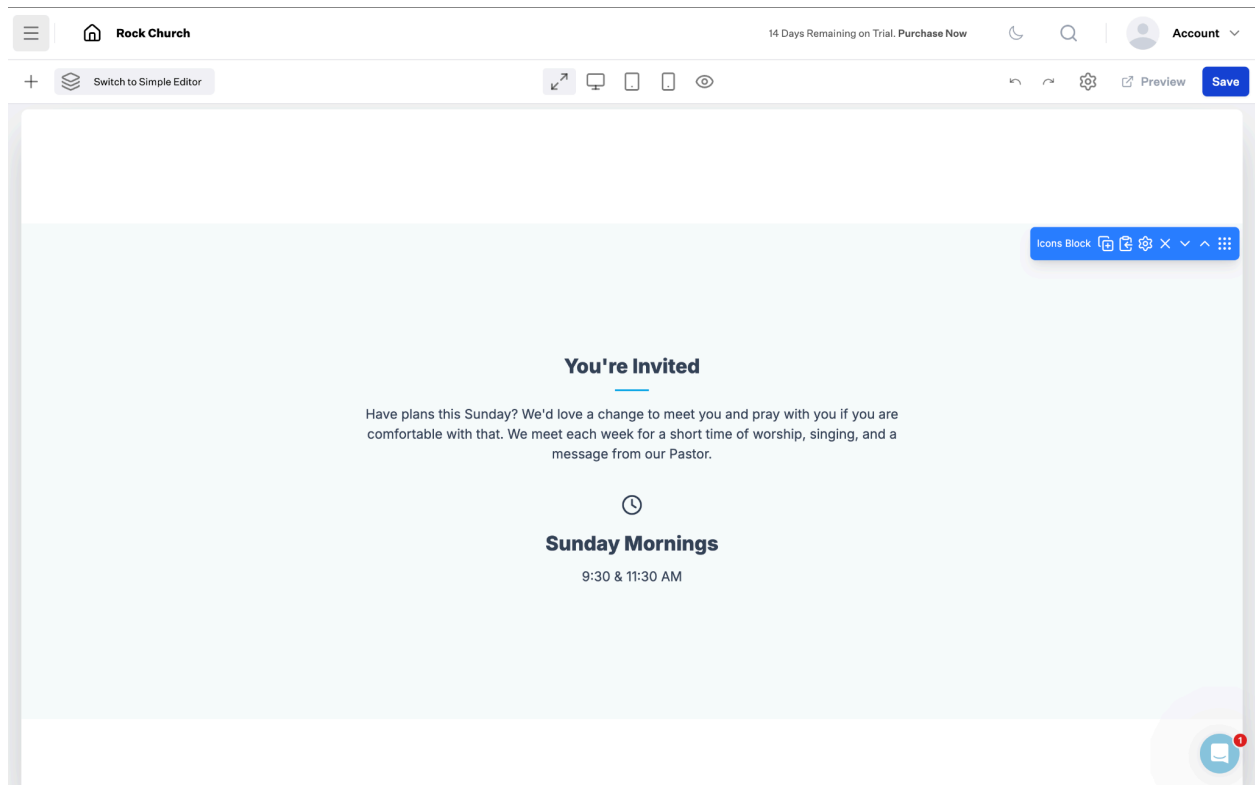
Now in the body text, invite them to church. Something like....

We know visiting can be overwhelming so here’s a bit about us. We’re a bible-based church in CITY and we’ve been around since YEAR. We believe that everyone has a purpose and call of God on their life. We’d love to invite you to a service and for a coffee after. If you aren’t ready for that, then how about a quick call.

Call to Action

Learn More and Book A Call with a Pastor.

Service Times Section



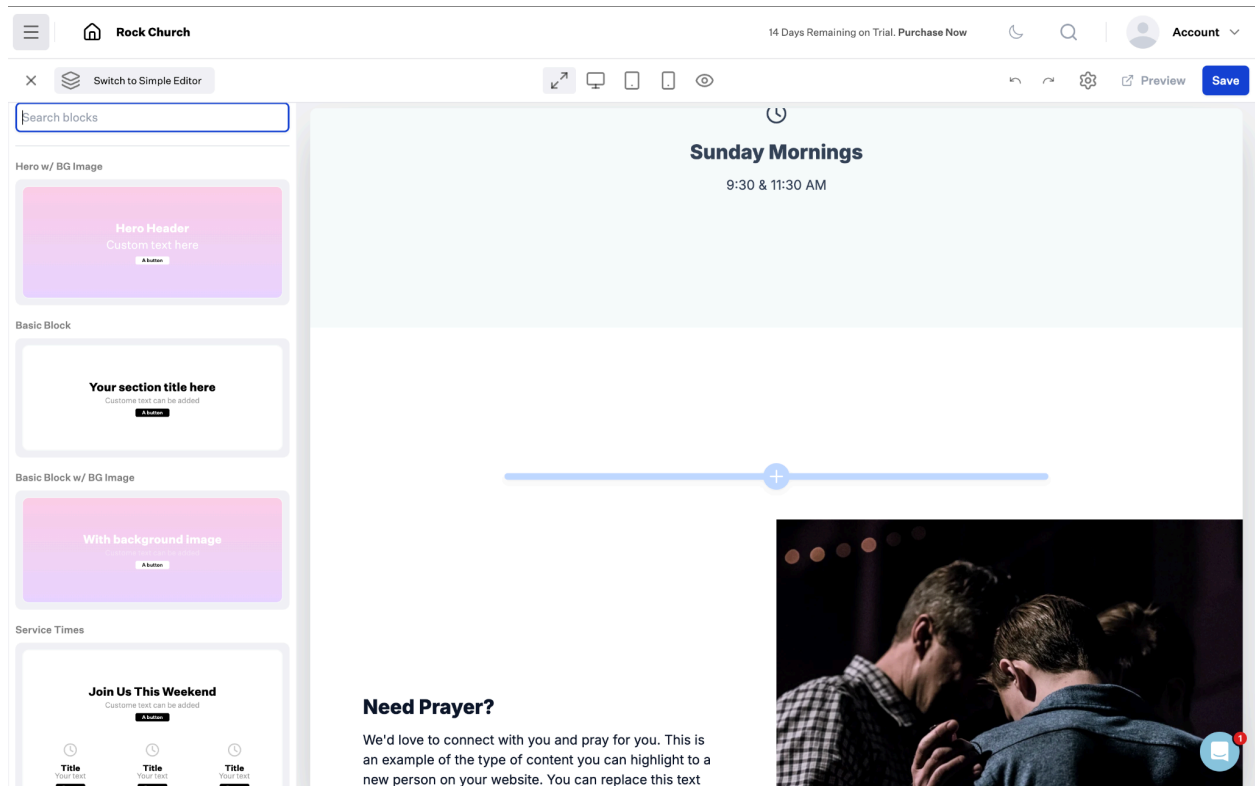
It might seem redundant but people scan text quickly. So we are going to reiterate the invitation by using a Times block to show what time we meet and where.

You can click the plus button to add more service options if you have multiple services on different days.

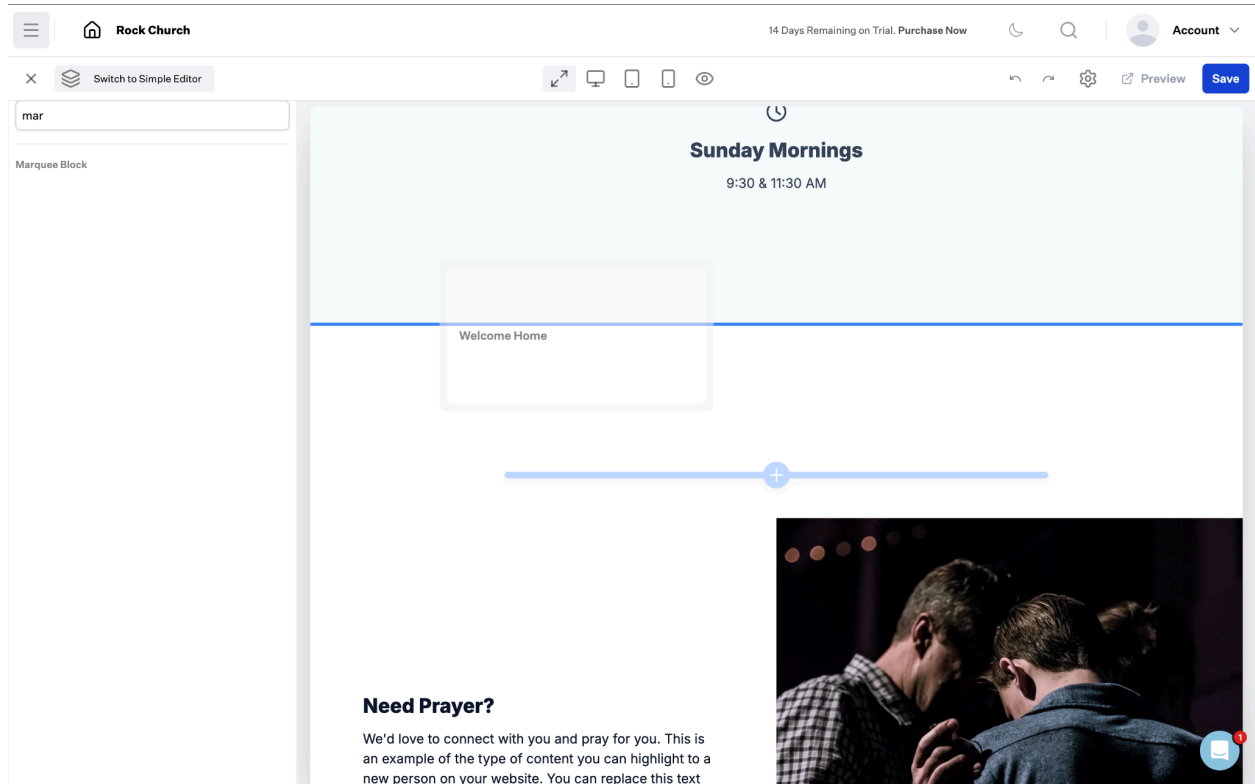
Optional Marquee to Grab Attention

This is optional so if you don't like it you can skip it. We find this is a good way to grab people's attention and keep them scrolling down the page.

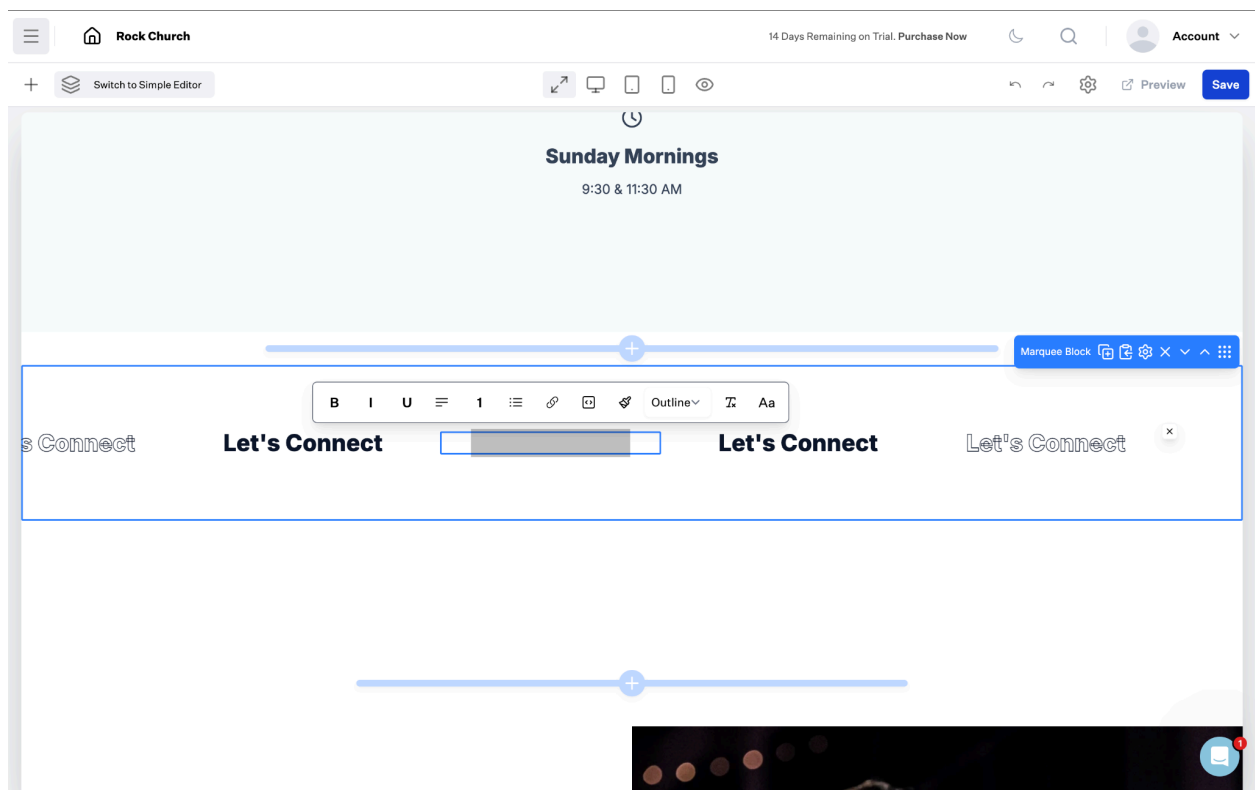
Click the plus button to open the block editor and search marquee.



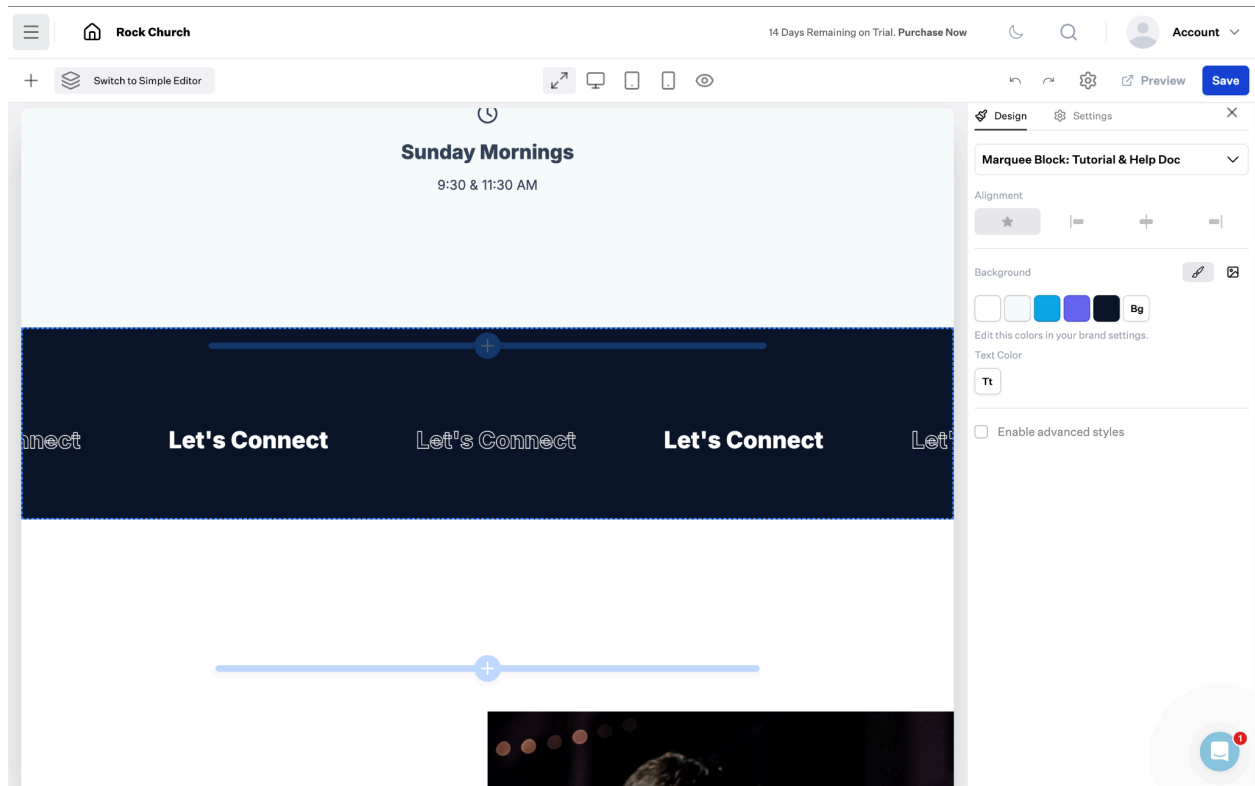
Drag the marquee onto the page.



Change the text to “Let’s Connect” and the other text to the same. Highlight it and change the dropdown to Outline.

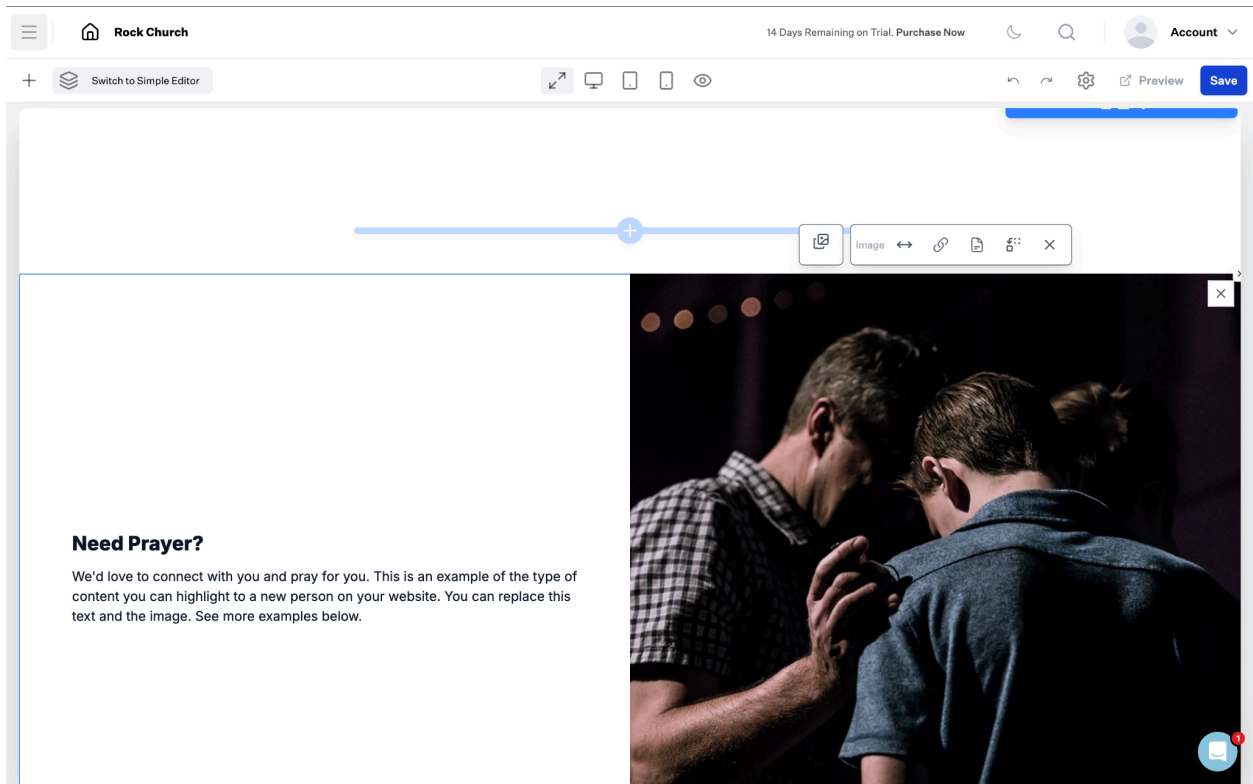


Finally, let’s change the background to our Third Brand Color.



Completely optional but looks incredible! If you need help, just click the chat bubble and we can assist.

Connection Section

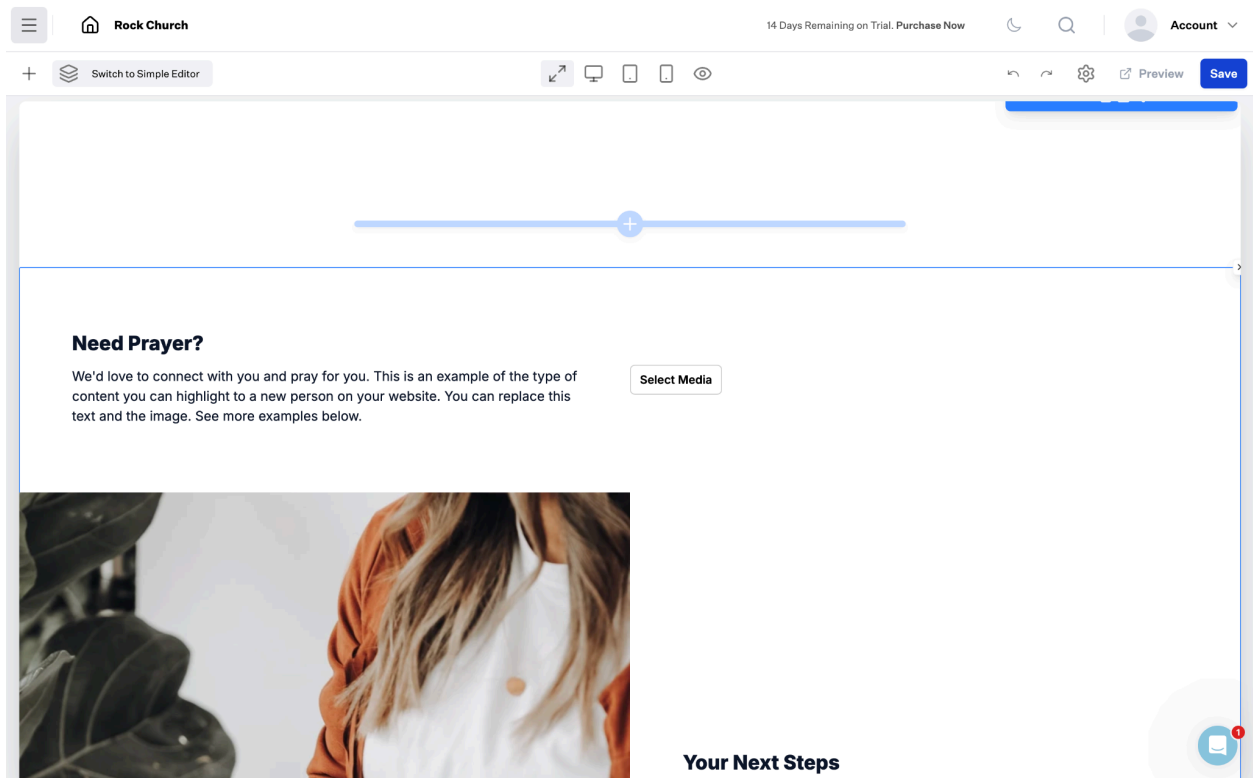
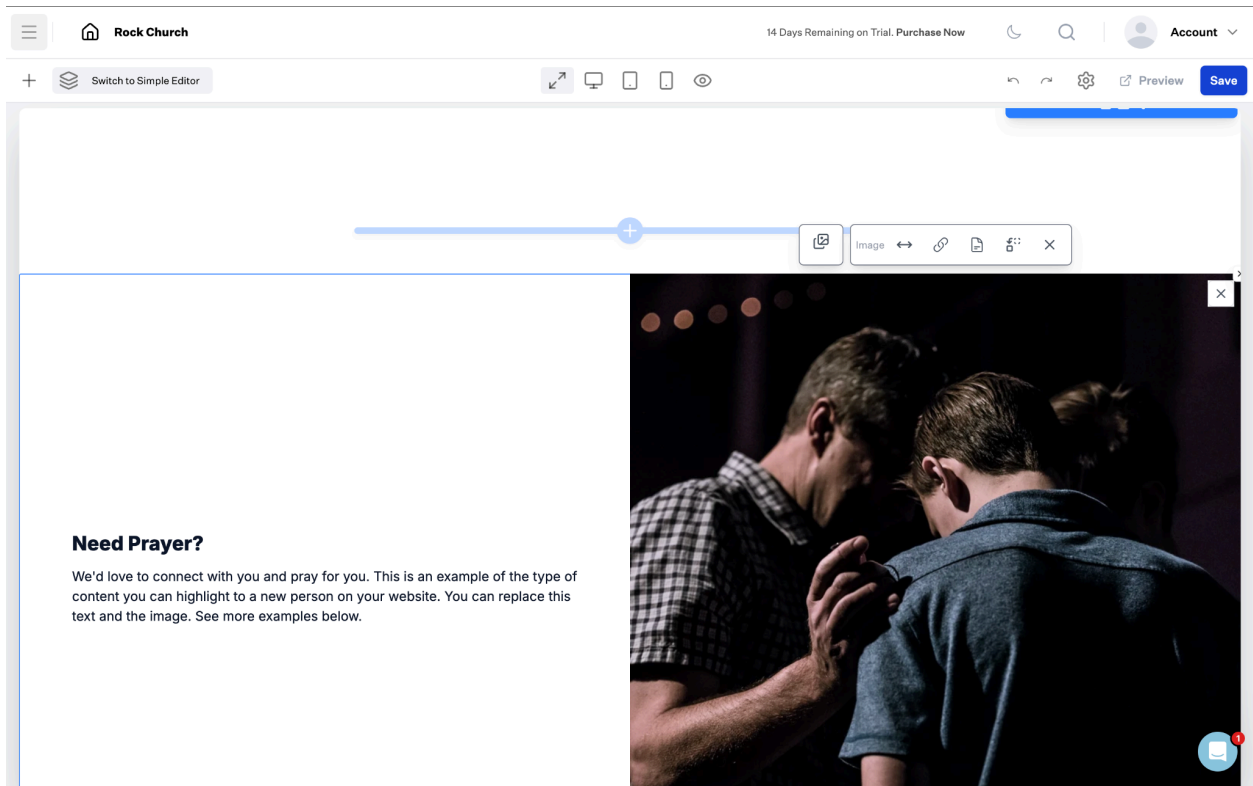


This section has two purposes. One is to show a new person that knows nothing about your church, that there is more going on than just Sunday services. Two, it shows people that have visited one or two times, more ways that they can get involved. A lot of the lifting will be done on the Connect Page but this is a brief overview of that.

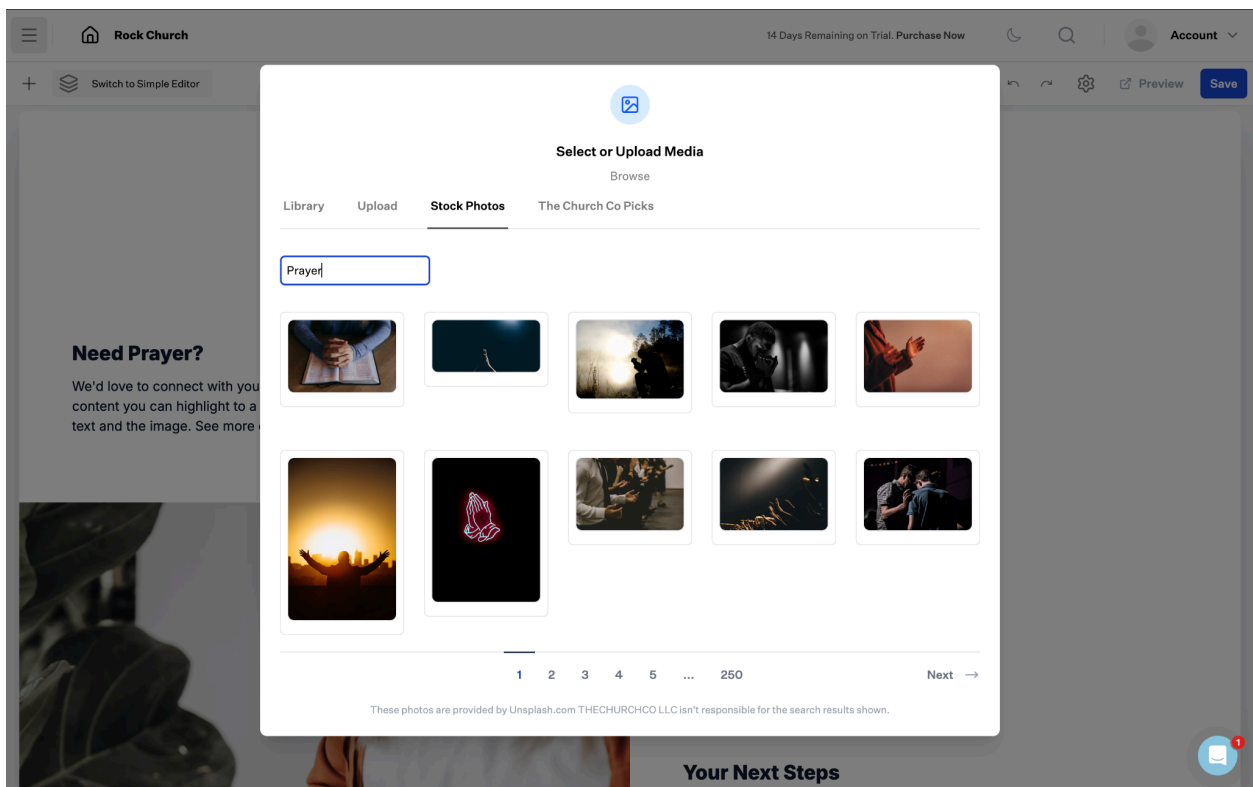
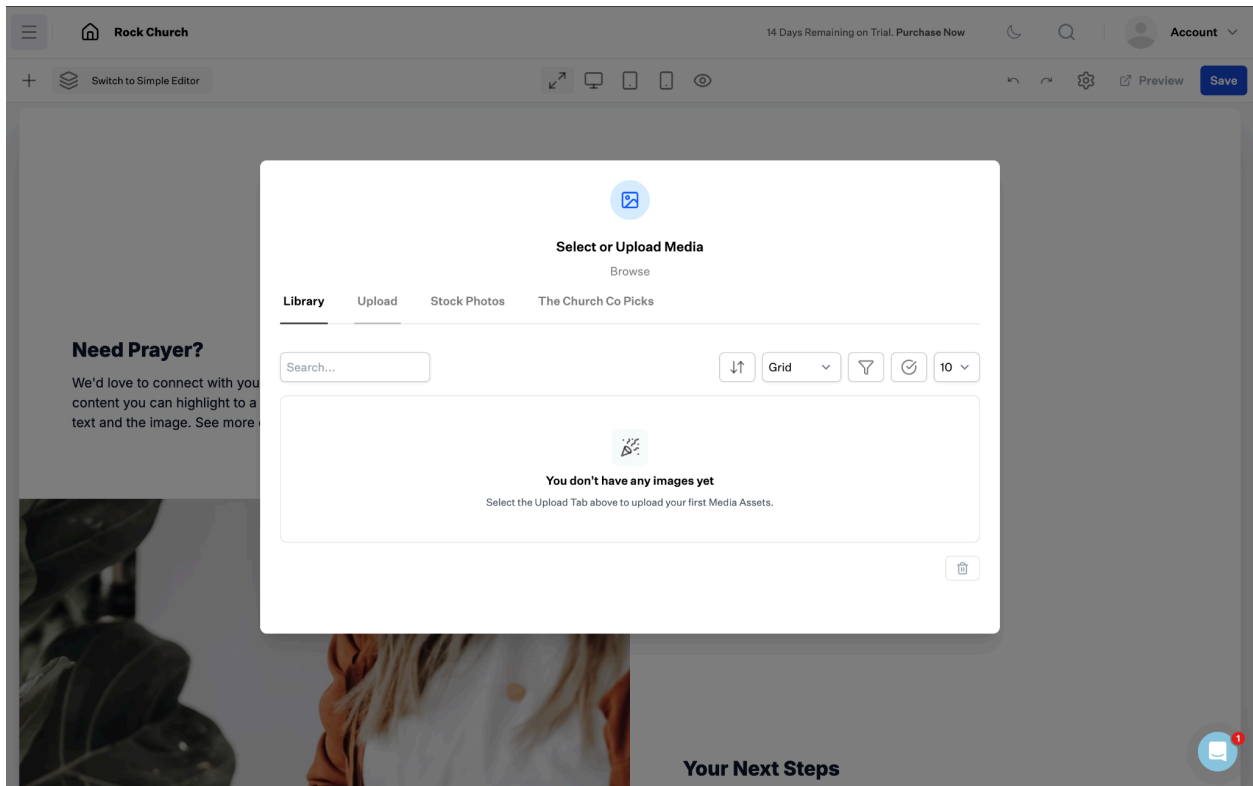
Some great things to feature are an invitation to be prayed for, next steps, and connect groups.

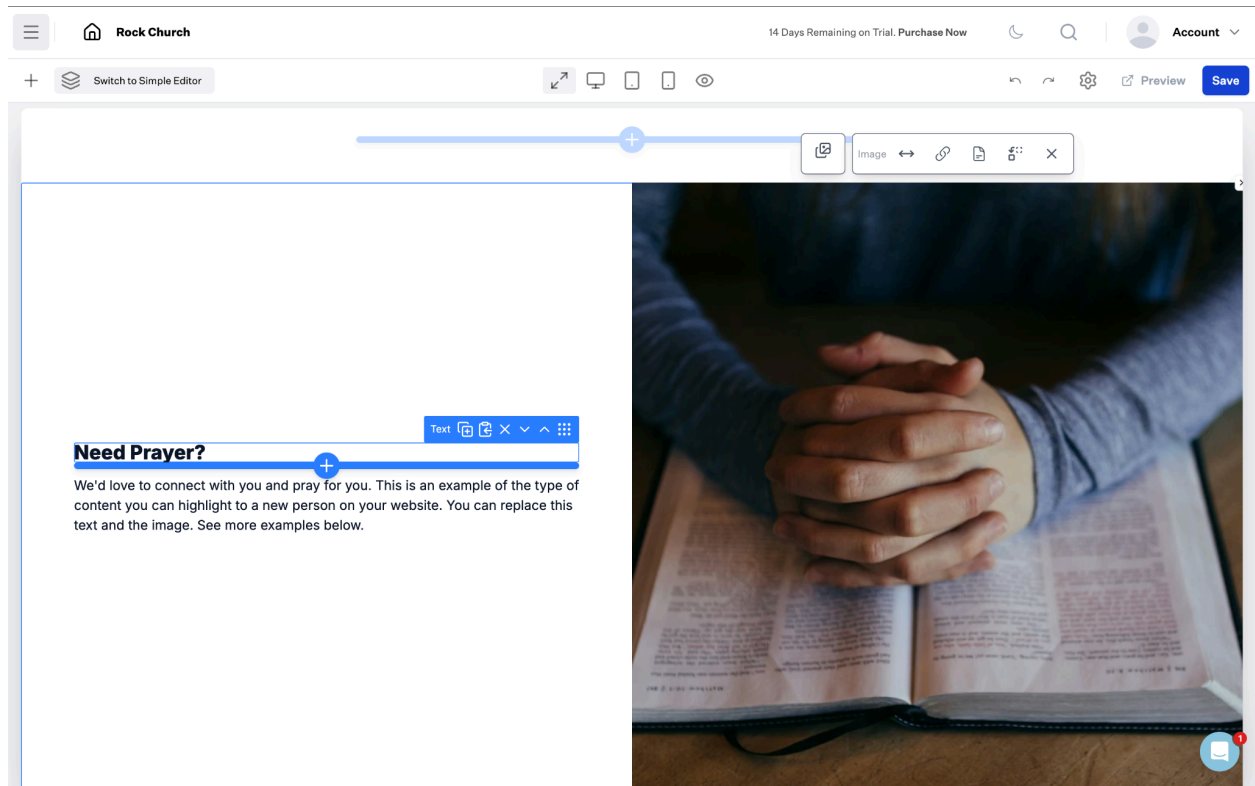
We have some generic content there but let's learn how to change one of the images.

Hover over the image and click the "X" to remove it.



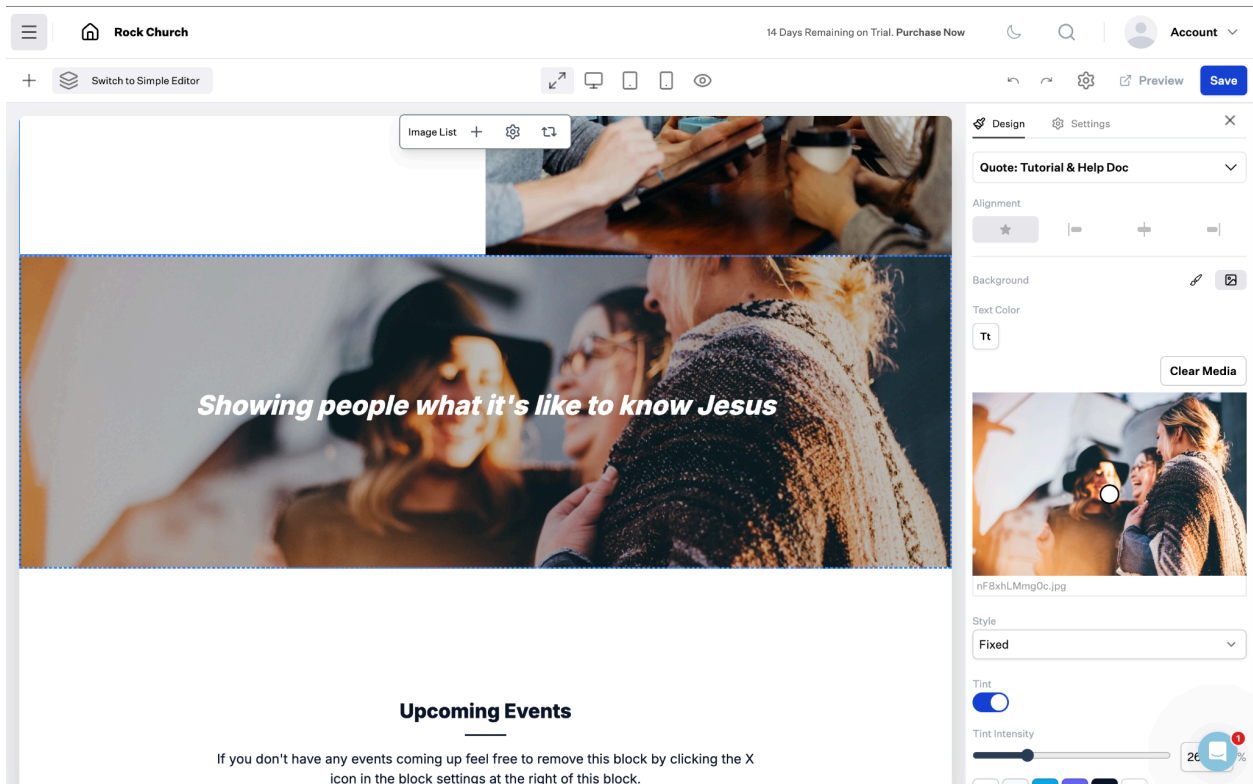
Now click Select Media. There you can upload your own image or browse from the Stock Photo Library.





You can also add or remove these items by hovering over and clicking the X to remove or the Plus to add new ones.

Inspiring Quote Section



This is a great spot to put either your vision statement or a quote from your pastor. Pick a great image! This is an opportunity to show what it's like to attend your church. Be welcoming.

Events

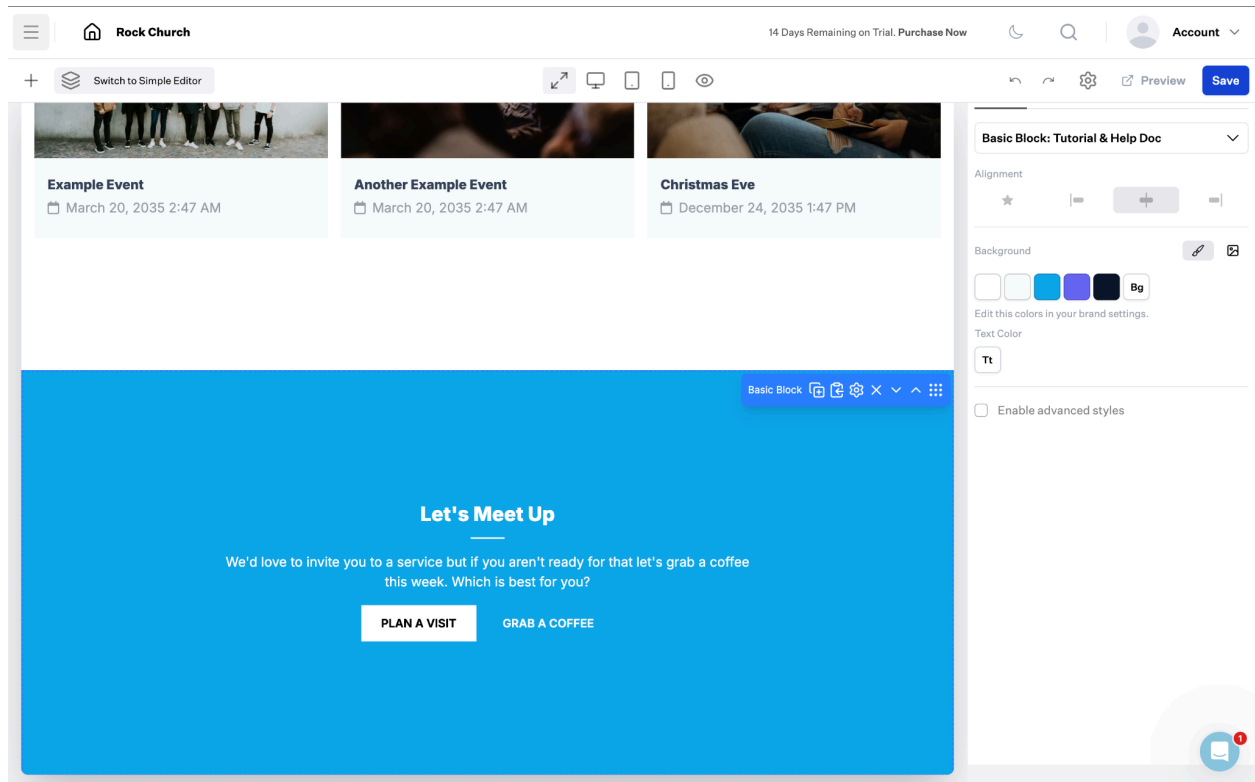
The screenshot shows the Rock Church website editor interface. At the top, there's a navigation bar with the Rock Church logo, a trial status indicator ('14 Days Remaining on Trial. Purchase Now'), and an account menu. Below the navigation bar, there's a toolbar with icons for adding content, switching editors, and viewing the site on different devices. The main editing area displays the 'Upcoming Events' section. It features a title 'Upcoming Events' and a message: 'If you don't have any events coming up feel free to remove this block by clicking the X icon in the bottom right corner of this block.' Below the message, there are three event cards. Each card has a placeholder image, a title, and a date/time. The first card is titled 'Example Event' with a date of 'March 20, 2035 2:47 AM'. The second card is titled 'Another Example Event' with a date of 'March 20, 2035 2:47 AM'. The third card is titled 'Christmas Eve' with a date of 'December 24, 2035 1:47 PM'. To the right of the editing area, there's a settings panel with options for HTML Id (set to 'events'), CSS Classes, CSS Snippets (set to 'Select Snippet'), Visibility (set to 'Published'), and an 'Enable Scheduling' checkbox. At the bottom right, there's a chat bubble icon with a red notification dot.

When we are talking about events we are almost always talking about special events outside of a normal service. If you don't have any, feel free to omit this section but it really goes a long way to show people that there's a lot going on. This also really helps with SEO.

A pro tip is that if you use a church management system like Planning Center, PushPay or ChurchSuite then you can connect that to your website and the events will automatically update. Otherwise, you can use our built in event system.

If you want to move quickly and you don't have events yet you can either delete this block or unpublish it to bring it back later.

Call To Action Section



The main Call To Action. This is a repeat of what was in the Hero and Intro sections but in more blunt terms. It's the last thing you say on the page. It tells them what you are expecting them to do next.

I'd suggest RSVP and Book A Call again here.

A lot of people put Give here, however, I suggest that it be added to the top navigation instead.

Summary

Goal: Your homepage is here to entice someone to visit your church.

How: Giving a high level overview and speaking directly to a new person.

Call To Action: Plan A Visit. Talk with a pastor.

The About Page

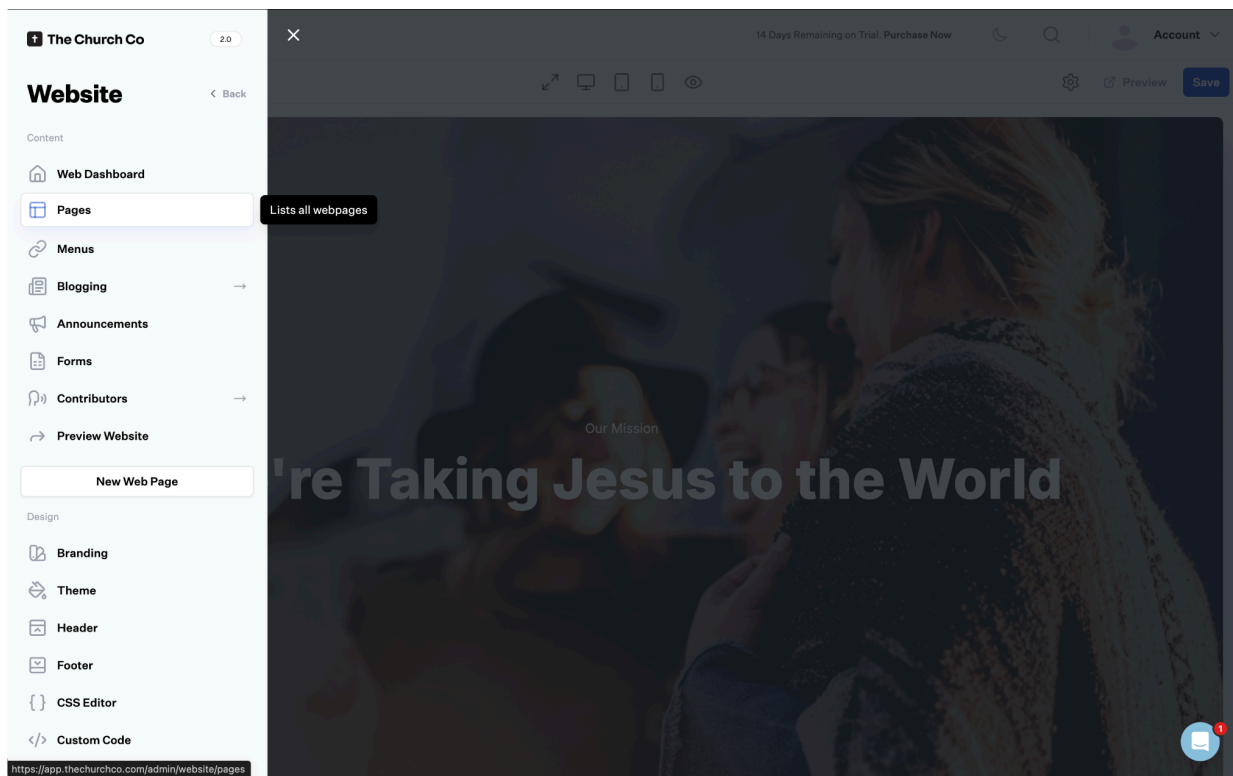
Alright, now that we've finished the Homepage, let's turn our attention to the 2nd most visited page on your entire website. The About Page.

If we think about a new person's journey on your website, we start from the first impression, the Homepage, then we learn more "About" the church which leads to a connection.

The About page does the work of explaining to people who you are, what you believe and what it will be like to visit.

This is the only page where you should talk about yourself. The rest should be focused on others.

You can navigate to the About page by opening the main navigation and clicking Pages. Then About.



Let's Build

Hero

Again the most important part of the page.

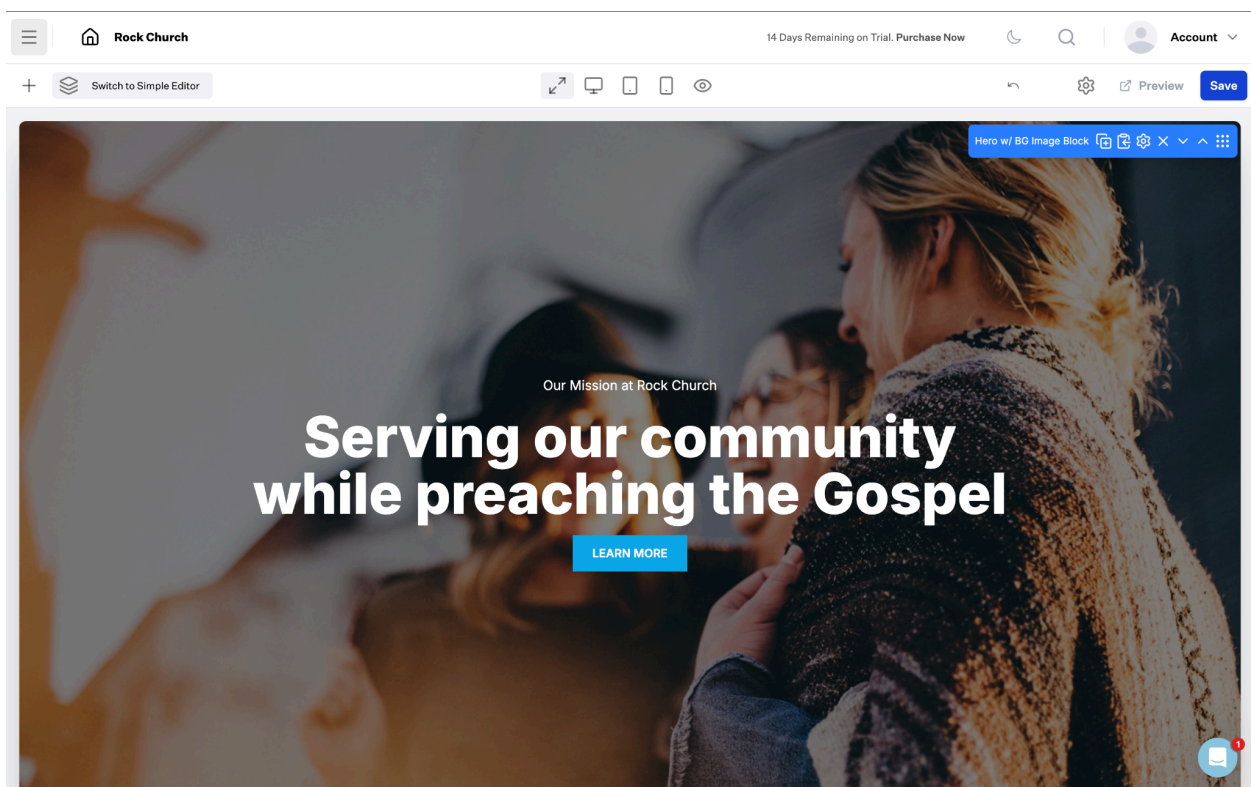
So let's not write "About Us".

Let's again take your mission statement and place it right up top. We need to show people why you exist.

"Serving our community while preaching the gospel"

For the image make sure it's less about "us" and more supporting the mission statement.

Show. Happy. People.



Our Mission Section

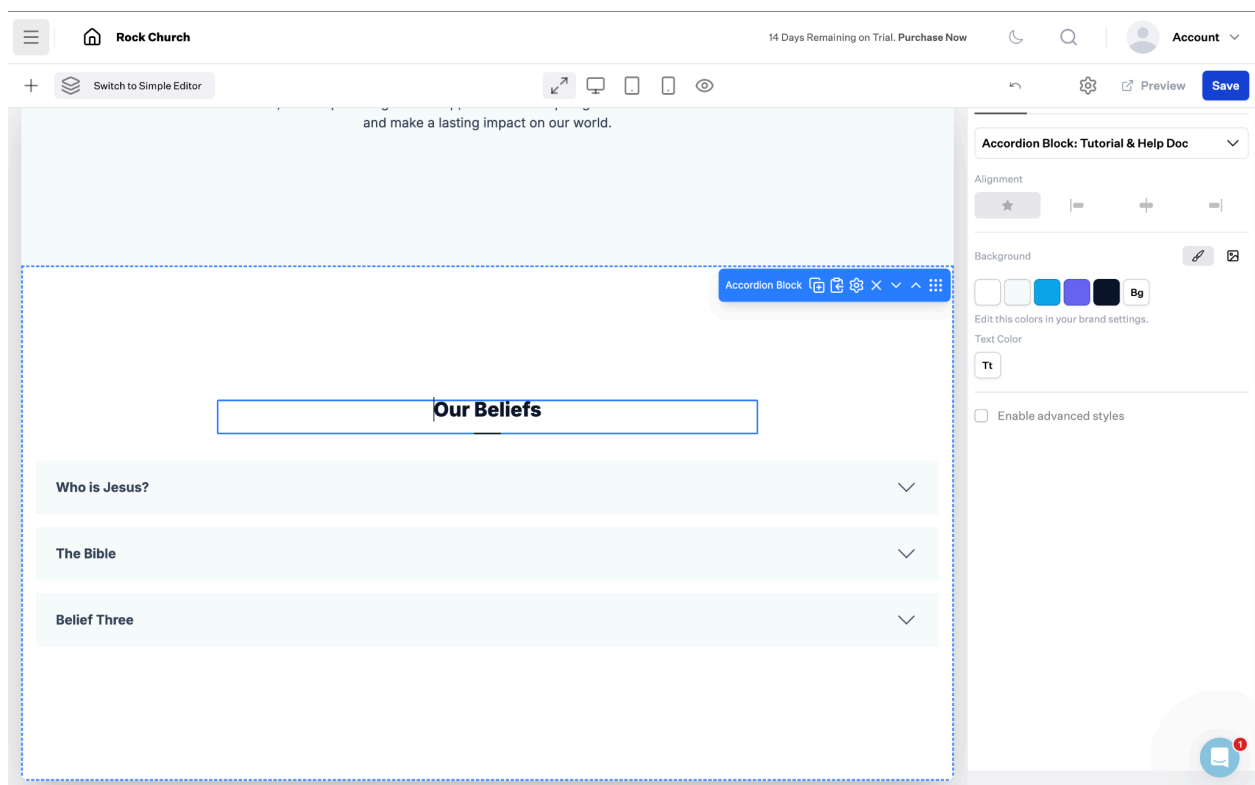
Remember this website is for people that don't yet attend. So don't write generic text like "our mission is to serve the community and preach the gospel." Instead show your Mission in action.

Our Vision Section

The same is true for your vision. Don't say "our vision is to...." Say it in a way that makes me want to help see it through. We believe that by 2030 the city of CITYNAME will see X% of people attending church this year.

Our Beliefs

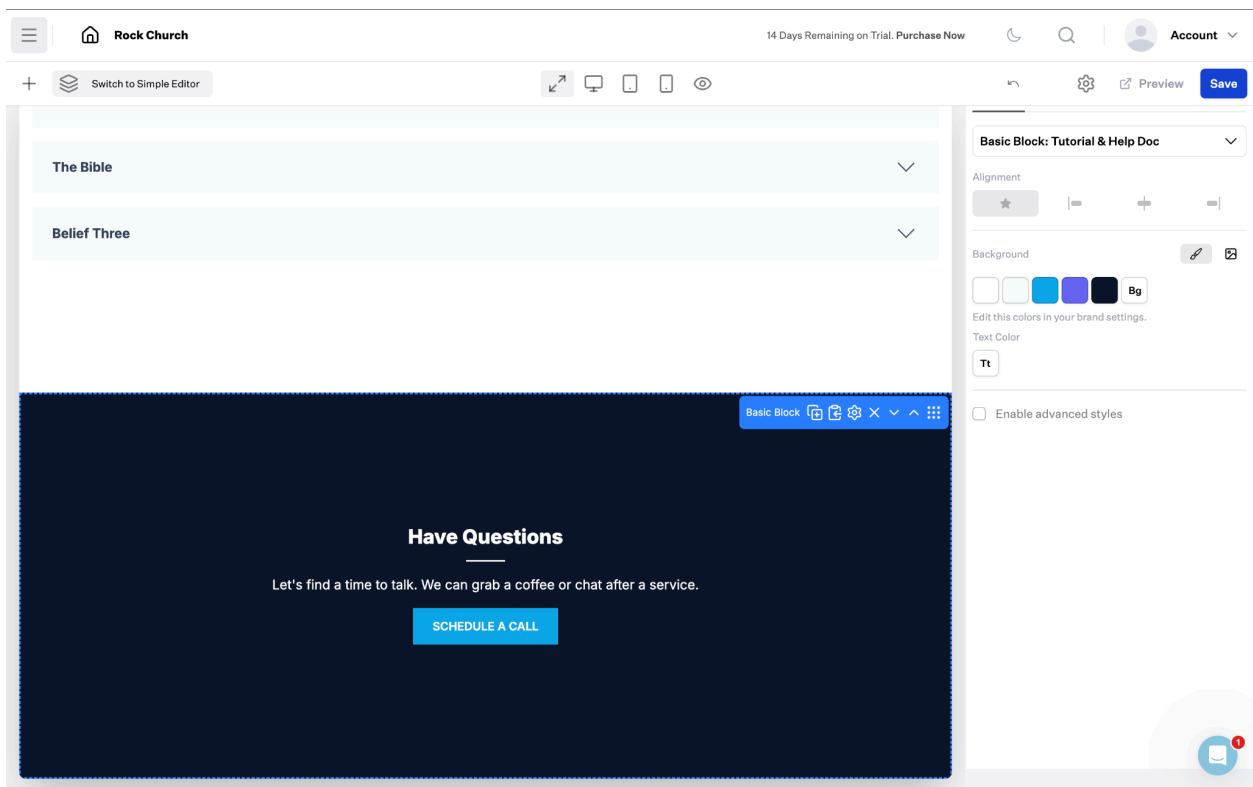
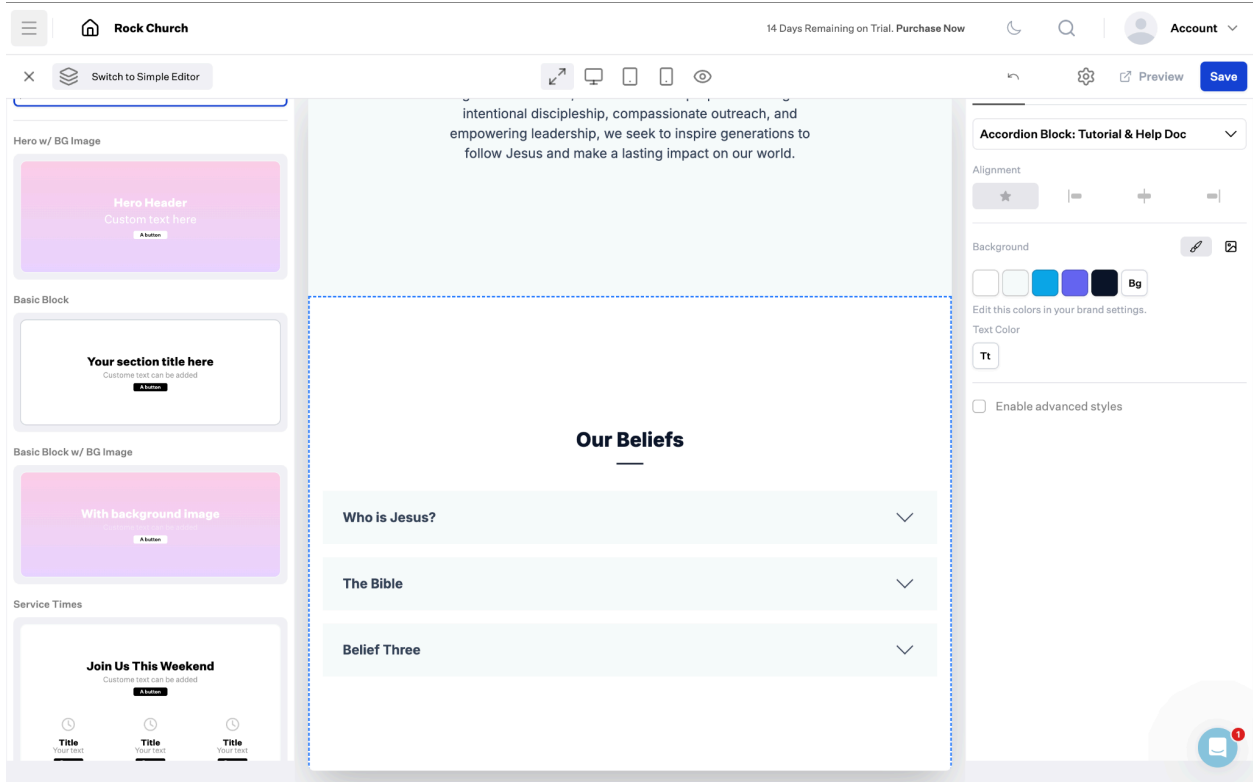
These are important and people will want to know more, maybe after they have visited your church in person. We suggest an Accordion for these so that you can quickly scan the page and expand what you'd like to read more about.



Have Questions?

The Call To Action! You've just explained all about who you are. Let them ask questions about it. This is a great place to add your Plan A Visit or Schedule A Call buttons.

A Basic Block is great for this.



Summary

Goal: Your About page is the one page where you can talk about yourself. Lean into that.

How: Give overviews that, if needed, link to full pages with more info.

Call To Action: Plan A Visit. Talk with a Pastor.

The Connect Page

At this point, you have a website that is **launch ready**. Adding the next few pages will really help people connect with your church.

This brings us to the Connect Page.

As the name implies, the objective of this page is to connect people deeper into your church.

Depending on your church, this might include your upcoming events, your small groups, your ministries or anything else where a person can attend something that isn't your weekly service.

For this example, we're going to touch on all of these so if you find one doesn't apply to you, just skip it and head on to the next.

Let's Build

Hero

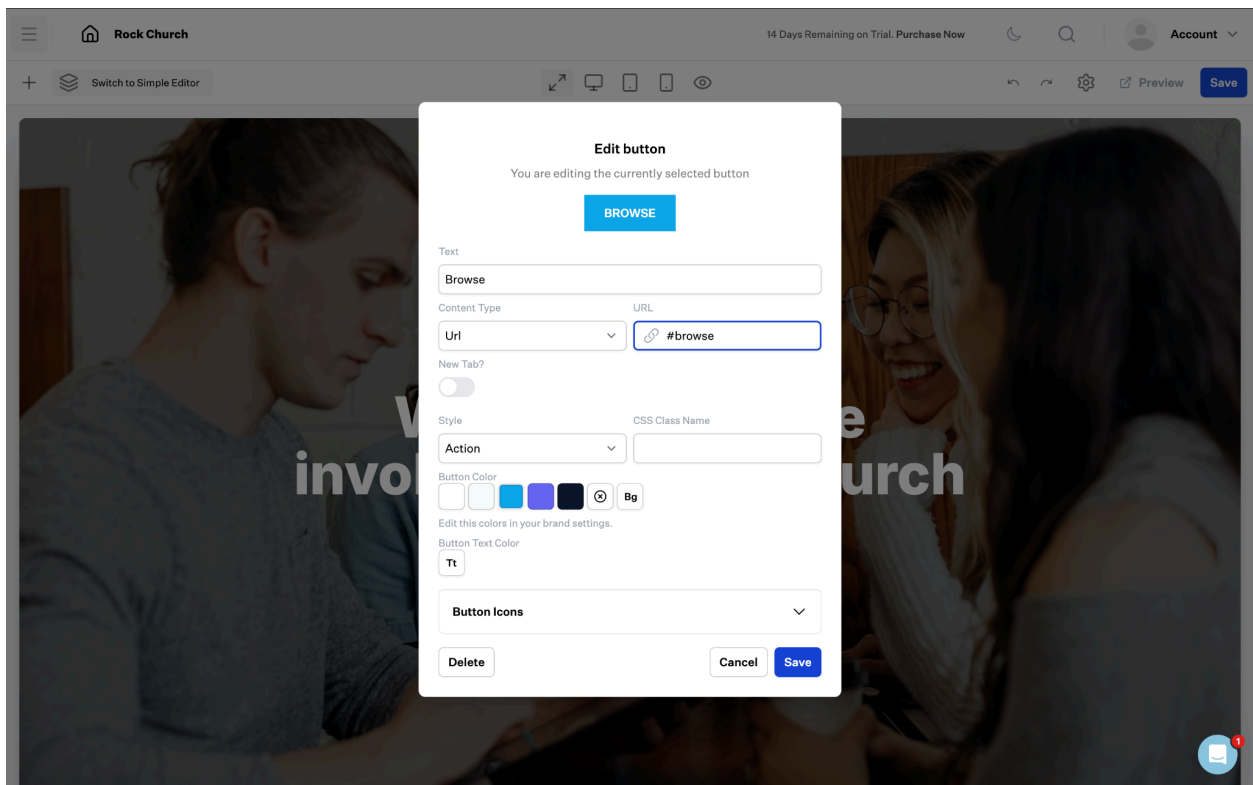
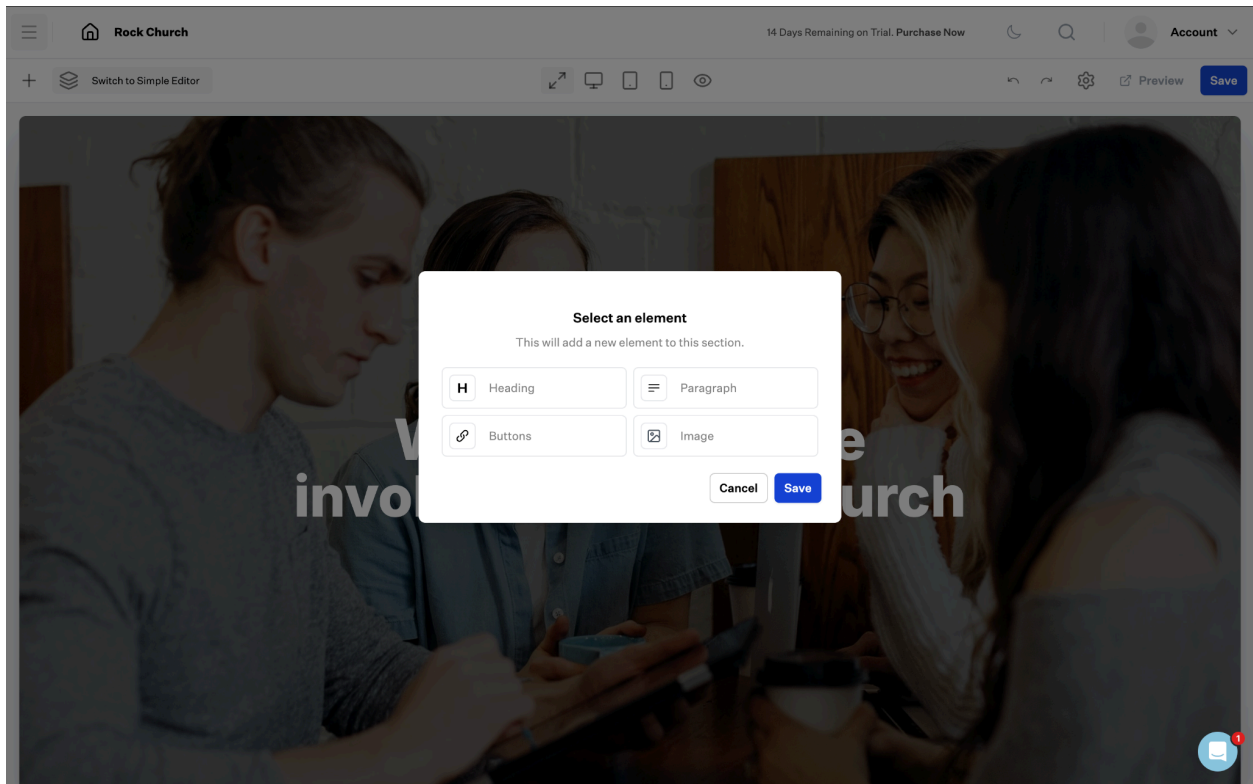
Remember we want to engage with people that know a little, but not too much about us.

Let's not put "Connect". Instead let's use something like "Want to get more involved at CHURCH NAME" with the subtext of "here are a few ways".

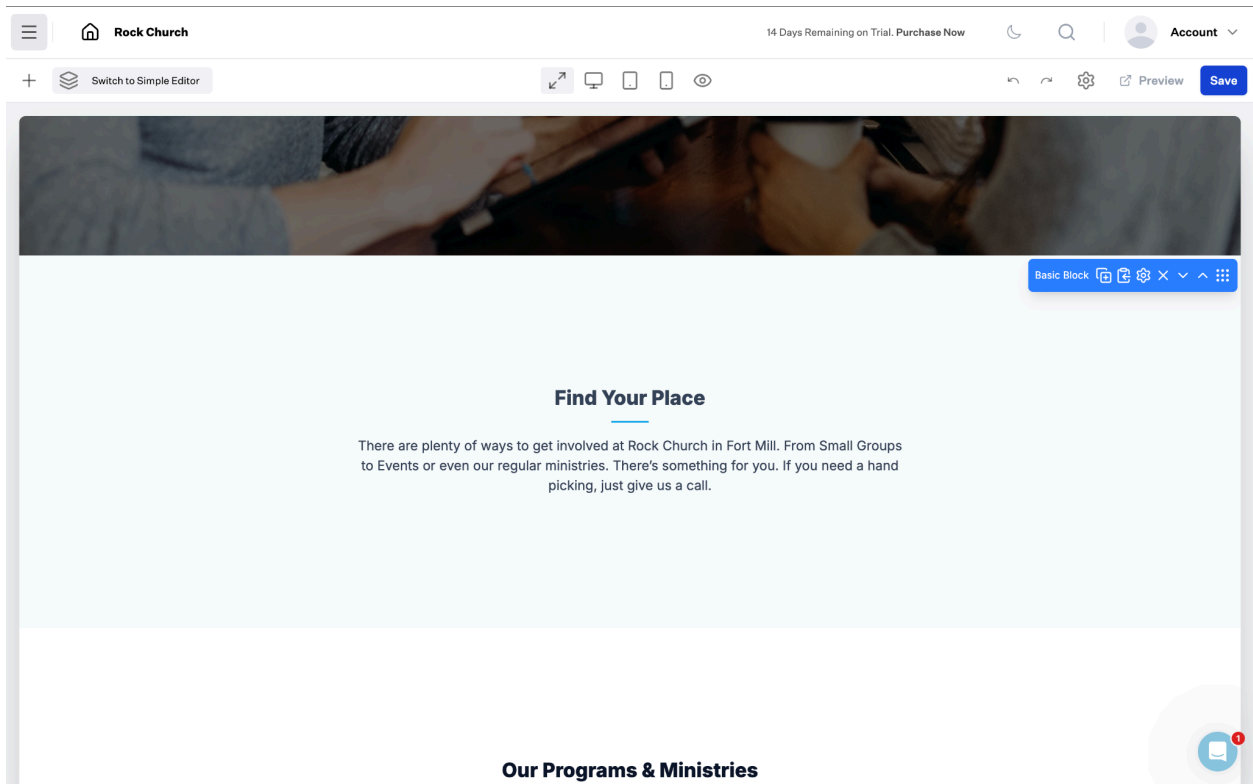
Call To Action: Browse.

This can just scroll the person down the page.

Click on the text to start editing. If you select the plus bar that shows up you can add a new button. Clicking on the button will open the button editor.



Intro Section

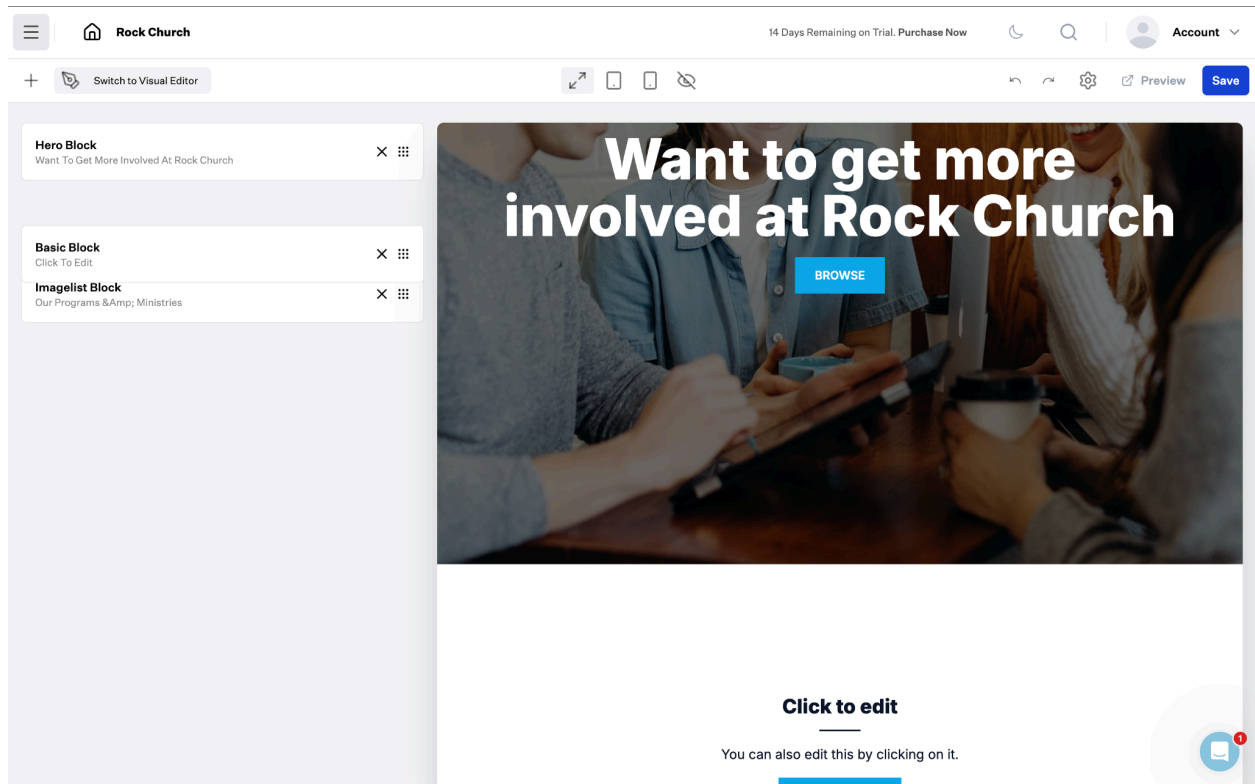


As much as we are writing to the new person we are also writing to Google and AI. So in this intro section we'll add something like...

There are plenty of ways to get involved at CHURCH NAME in CITY. From Small Groups to Events or even our regular Ministries. There's something for you. If you need a hand from our team, just give us a call.

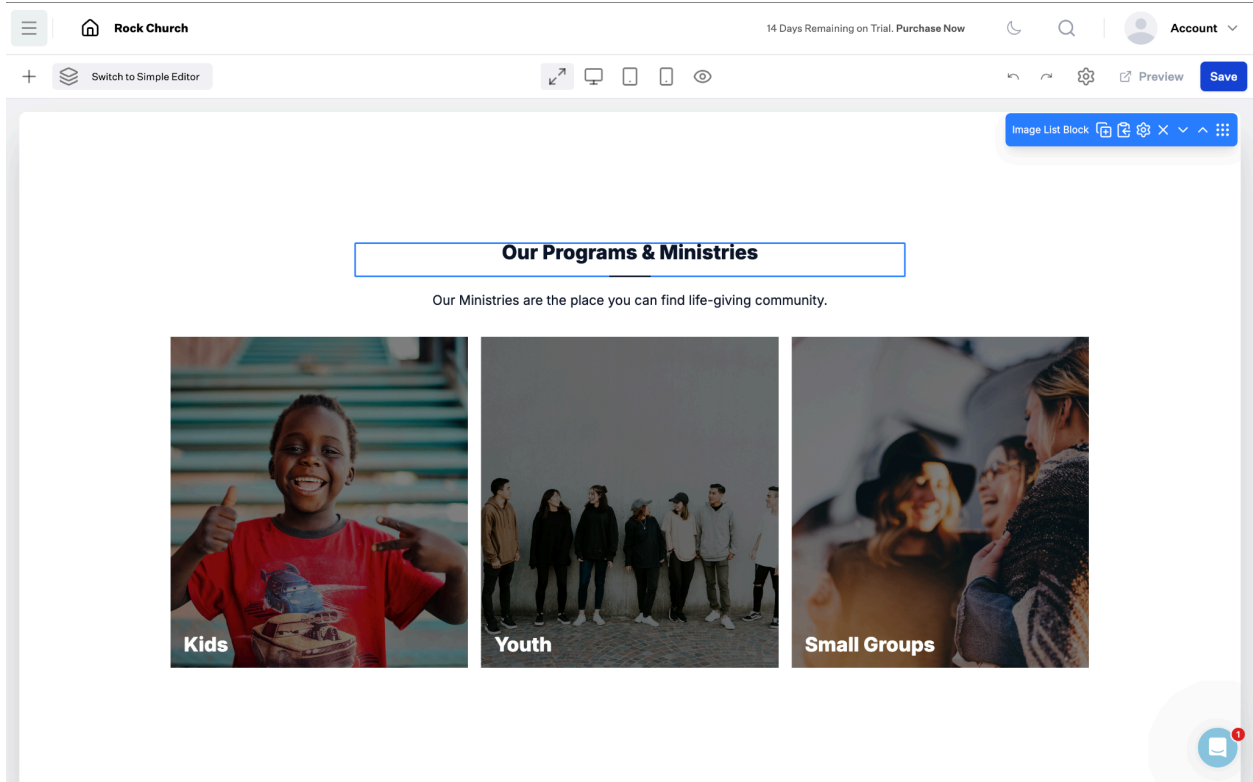
CTA: Call.

ProTip: Open the Simple Editor to quickly reorder blocks.



Ministries Section

Here we suggest a grid of images. Ideally, each of these would have it's own page but if you don't have info, that's ok. Just have an image with the name so that new people can see that there is something specifically for them.



Events Overview

List the 3 events that are coming up next, with a link to the full events pages. This is just an overview so we don't have to go into great detail.

Open the block selector and search "events"

☰

Rock Church

14 Days Remaining on Trial. [Purchase Now](#)

🌙 🔍 | 👤 Account ▾

✕ 📄 Switch to Simple Editor

↗️ 🖥️ 📱 📺 👁️ 🔧 ↶️ ↷️ ⚙️ 🔗 Preview [Save](#)

event

Events

Your section title here

Custom text can be added

A button

Event

Event

Event

Church Suite Events

Your section title here

Custom text can be added

A button

Event

Event

Event

Planning Center Calendar

Your section title here

Custom text can be added

A button

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29		1	2	3	4

Our Programs & Ministries

Our Ministries are the place you can find life-giving community.

Kids

Youth

Small Groups

📬 1

☰

Rock Church

14 Days Remaining on Trial. [Purchase Now](#)

🌙 🔍 | 👤 Account ▾

+ 📄 Switch to Simple Editor

↗️ 🖥️ 📱 📺 👁️ 🔧 ↶️ ↷️ ⚙️ 🔗 Preview [Save](#)

Events Block

📄 ⚙️ ✕ ⌆ ⋮

Upcoming Events

ALL EVENTS

Example Event

📅 March 20, 2035 2:47 AM

Another Example Event

📅 March 20, 2035 2:47 AM

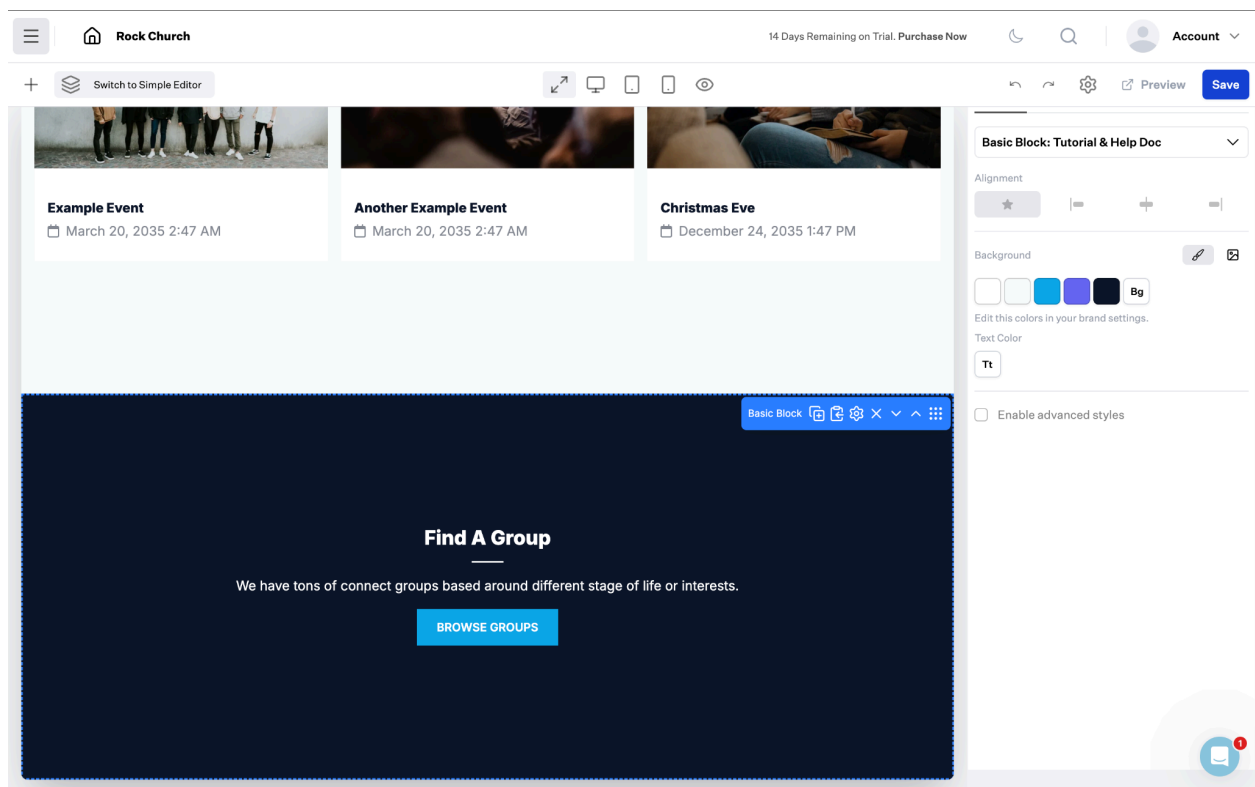
Christmas Eve

📅 December 24, 2035 1:47 PM

📬 1

Groups Overview

Same as events, just list a couple of connect groups or a paragraph about connect groups with a link to the full connect groups page.



Summary

Goal: Your Connect page has the goal of getting an individual to attend something that isn't a normal weekly service.

How: We'll do this by highlighting everything we offer and asking them to click to learn more.

Call To Action: Browse. Talk to a Pastor.

The Events Page

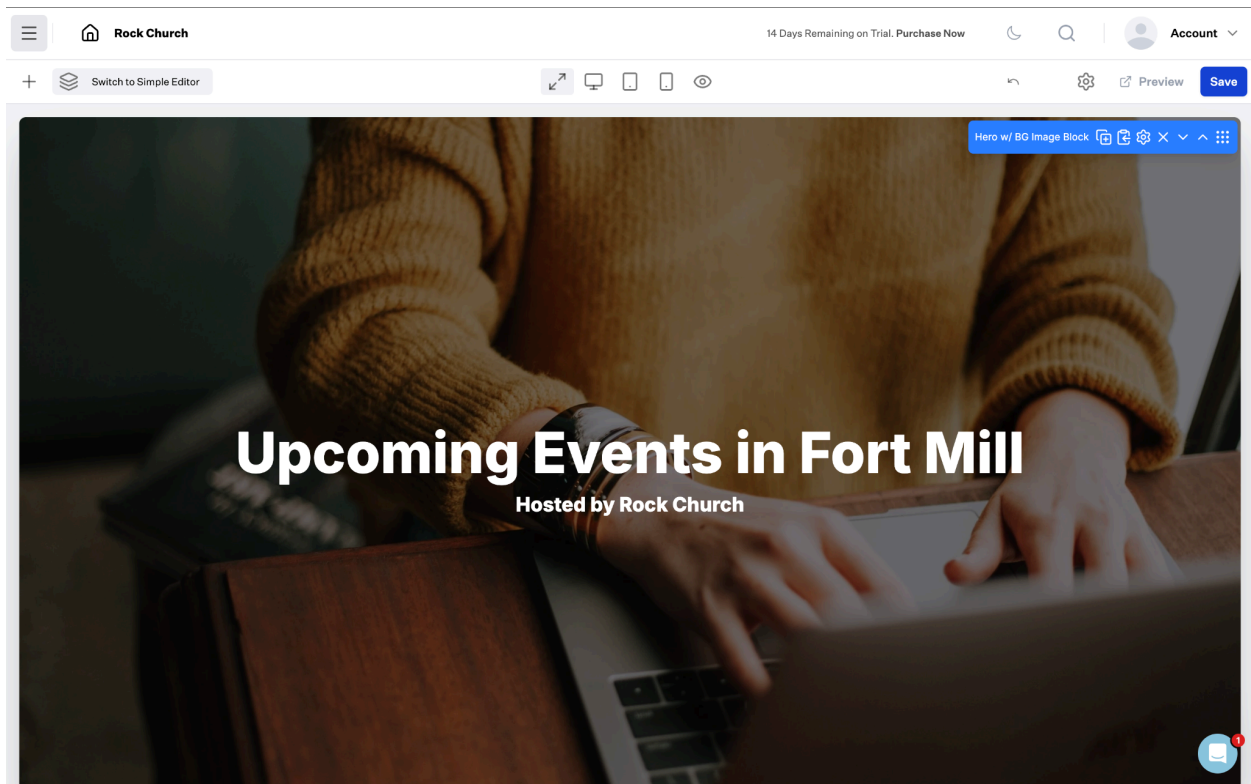
The events page has a very specific purpose. It shows upcoming SPECIAL events that happen at your church. This page isn't meant to list your weekly services, only the Special

ones. If you feel strongly that your weekly services need to be here, we have a way of showing that too.

One of the main benefits of this page is that it really helps with SEO. We suggest having this page on your website, even if you don't list it in your top navigation.

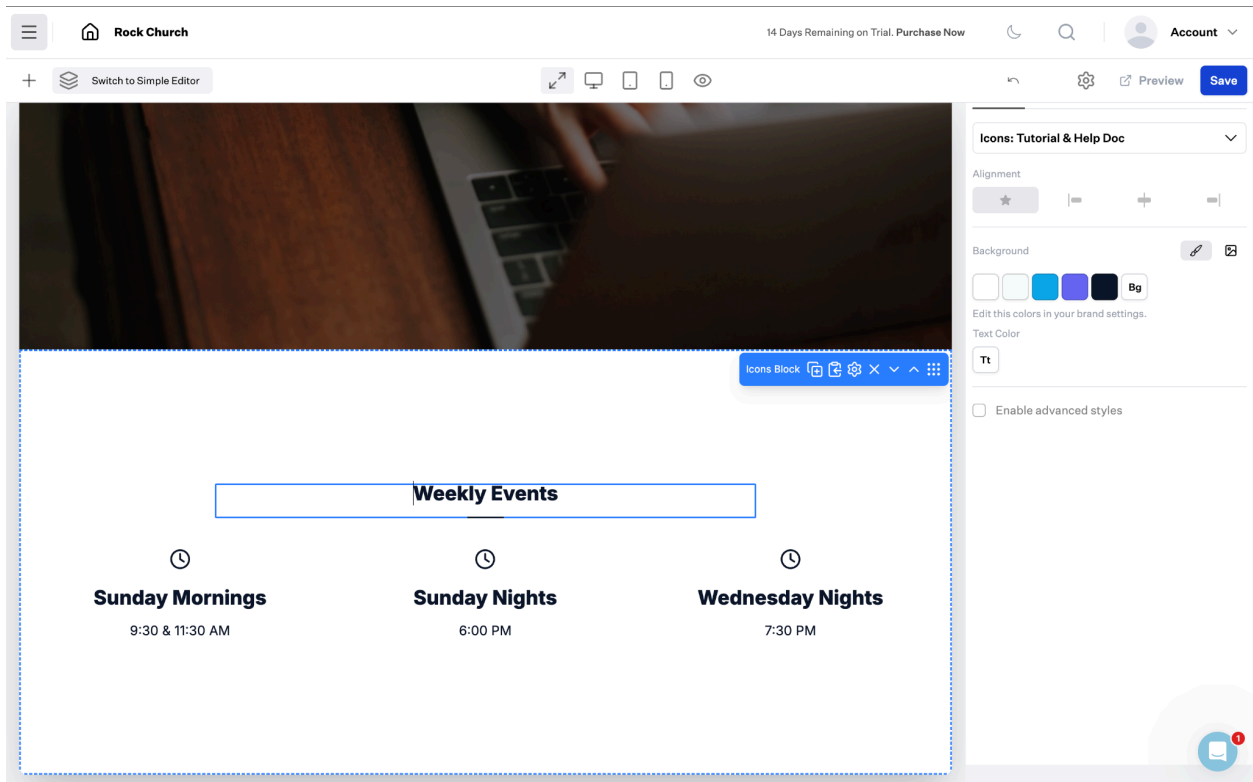
Let's Build

Hero Section



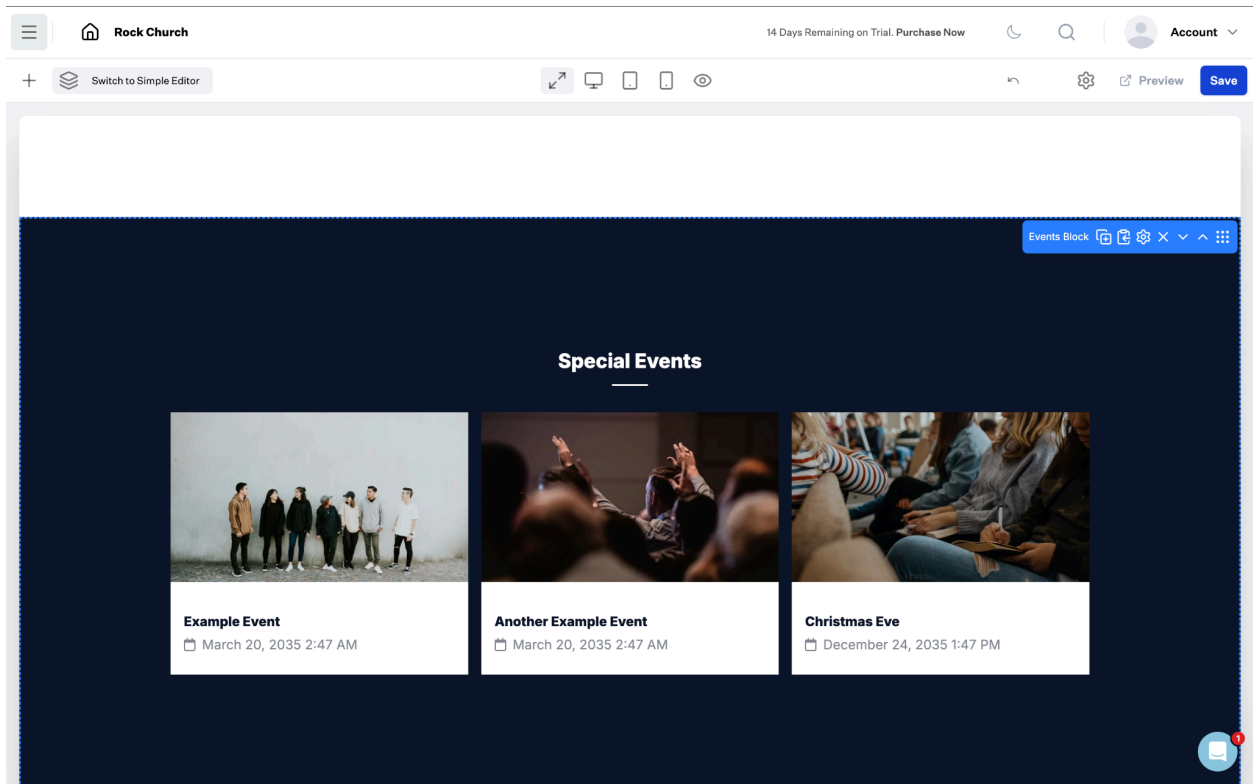
The main benefit of this page is SEO, so we suggest that your headline be something similar to "Upcoming events in CITY". People often search Google with this specific question. Then add a second line with "hosted by CHURCH NAME".

Weekly Events Section



As mentioned, if you feel strongly that your weekly services should be on this page, then use the Times block to add them here. Protip is to use the SmartText feature so that you can update these later in one place and the info will update everywhere.

Special Events Section



Open the block editor and search events. If you are using our event system select the Events block and you are all set. If you are using Planning Center or another ChMS, select that block and the events will start flowing in from your connected system.

Summary

Goal: Your Events page is meant to show special events that are coming up. Men's Breakfast, Women's Conference, Easter, Christmas, Mother's Day...

How: We'll use the Events Blocks to list these on the page and let people filter too.

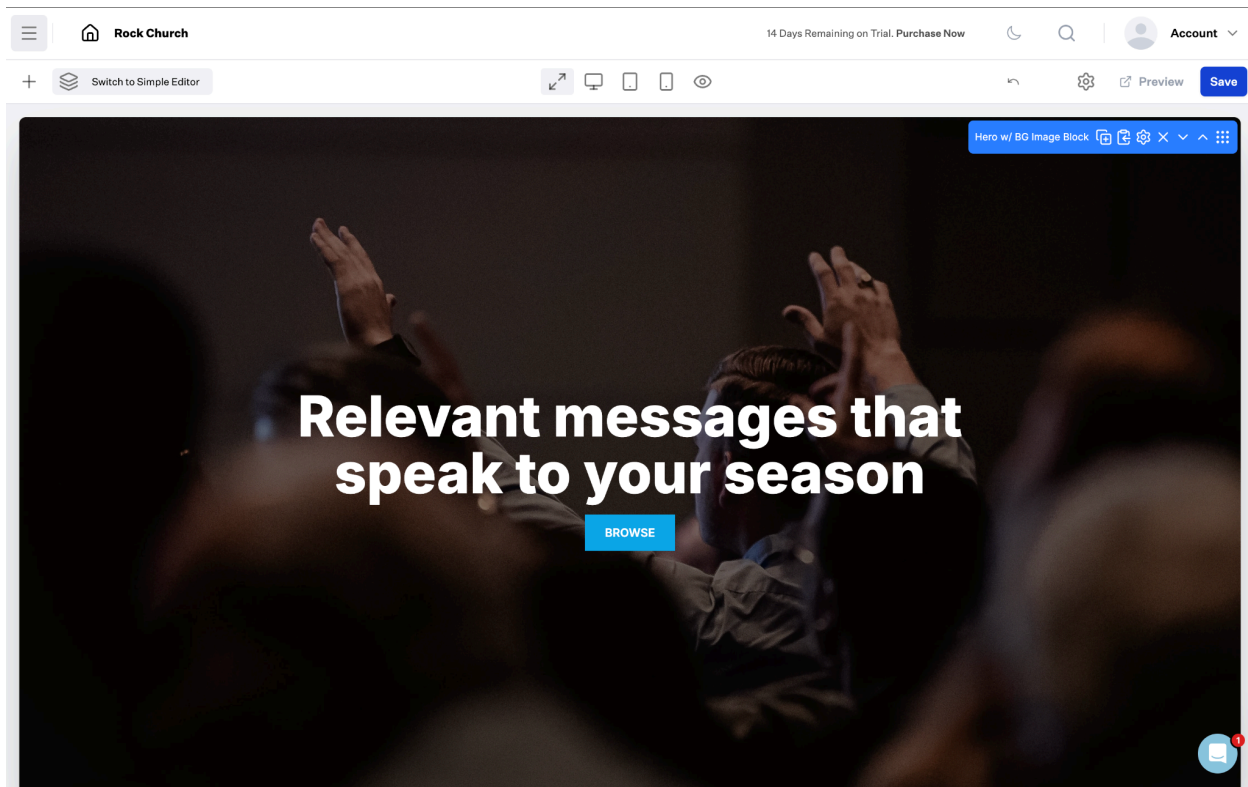
Call To Action: Browse. Talk to a Pastor.

The Sermons Page

Most people will watch part of a sermon before attending. I say part because all of our data shows that people spend on average 2 minutes on this page. With that in mind, it's still extremely important to have this page. It shows what the message part of your experience will be like.

Let's Build

Hero Section



Sticking with our theme, let's not put "Sermons" at the top and call it a day. Instead, let's engage people with something that makes them want to watch something.

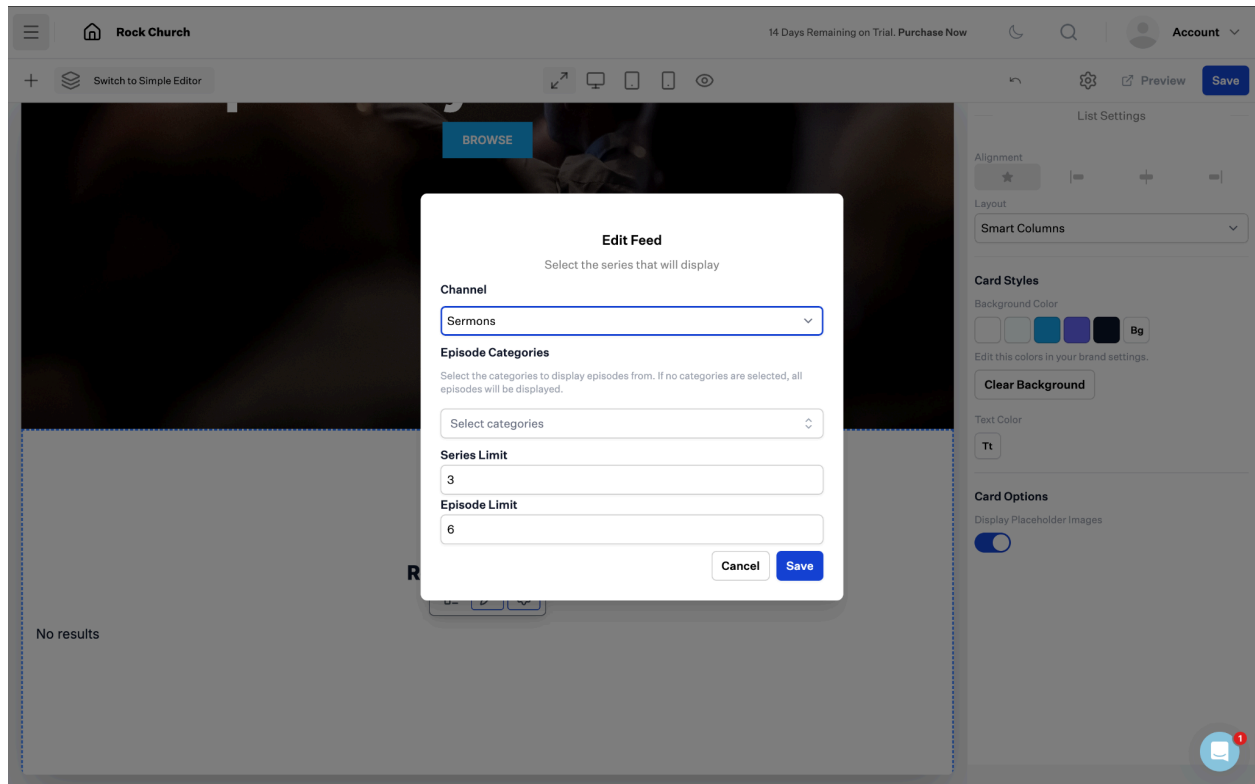
Relevant messages that speak to where you are currently at.

CTA: Browse.

People are used to browsing Netflix and Disney+ so we should mirror that experience on our website.

Sermons Section

Let's add the Series block to the page. If you don't preach in series then drop the Episode block instead. Choose a channel. We have multiple because some people have separate feeds for campuses or ministries. We suggest a main channel called "Sunday Sermons". That is the most commonly used.



Now, you might not have any sermons yet but when you upload them they will automatically show up here. We can keep this link out of the navigation until then, but you are fully set up for when the time comes!

Here's what that will look like.

Our Sermons

Latest Series



Intentional



Solas



The Proof is in the Puddin'

Our latest sermons

Our Sermons

Latest Series

[← Go Back](#)



Soli Deo Gloria

You will therefore be taken to the Dune Sea and cast into the pit of Carkoon, the nesting place of the all-powerful Sarlacc. Doesn't sound so bad.

📅 May 9, 2024



Solus Scriptura

He says he's the property of Obi-Wan Kenobi, a resident of these parts. And it's a private message for him. Quite frankly, sir I don't know what he's talking about.

📅 May 9, 2024

Our Sermons

Latest Series

← Go Back

Soli Deo Gloria



Call To Action Section

☰

Rock Church

14 Days Remaining on Trial. Purchase Now

🌙 🔍

👤 Account ▾

+

Switch to Simple Editor

🔗 🖥️ 📱 📺 👁️

⏪ ⚙️ 📄 Preview Save

Recent Sermons

No results

Basic Block

Would you like to come in person?

We'd love to save you a seat

PLAN A VISIT

Basic Block: Tutorial & Help Doc ▾

Alignment

★ | = + = |

Background

Bg

Edit this colors in your brand settings.

Text Color

Tt

☐ Enable advanced styles

💬 1

This is the perfect place for an invite. Let the main text be something like “Want to come in person? We’ll save you a seat”
CTA: RSVP. Talk To A Pastor.

The Give Page

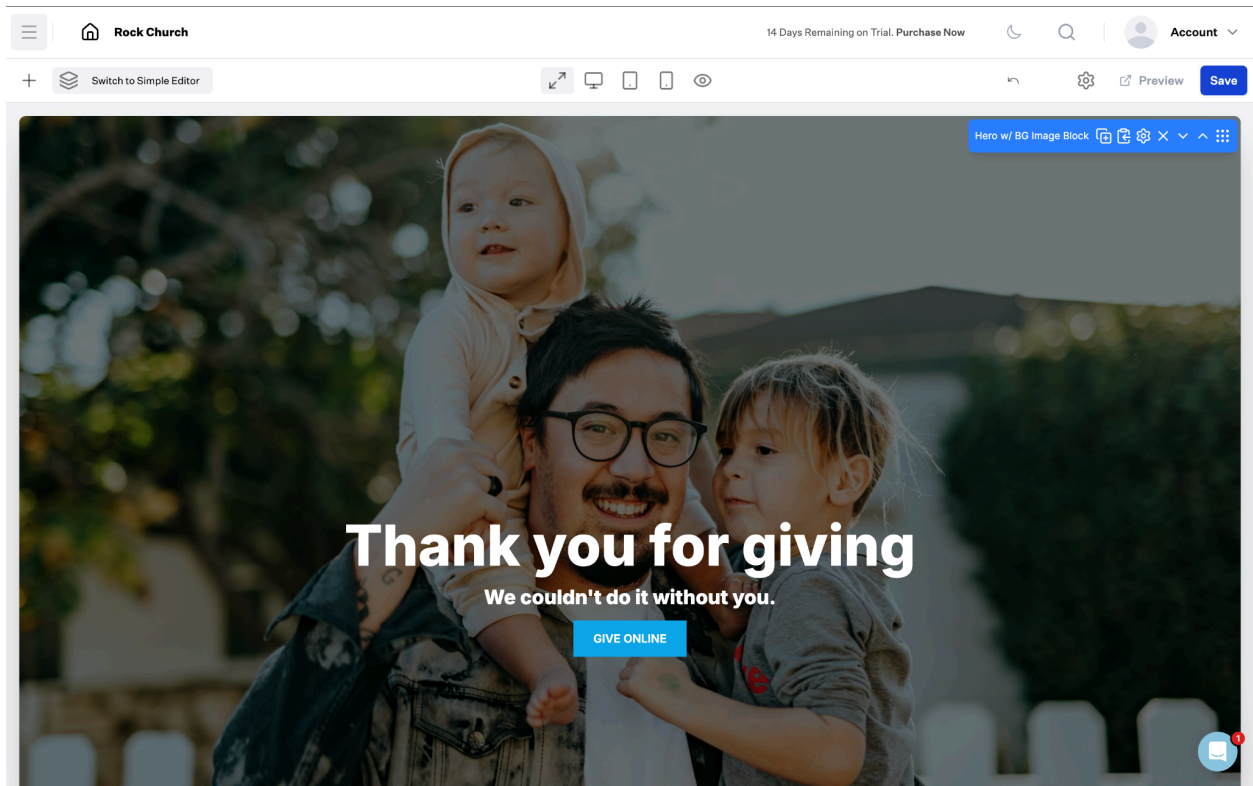
I’m sure we all know the purpose of this page but we have a challenge for you. The main point of this page is to make it easy for people to make a donation to your church. BUT the second purpose is to show what those donations are going to.

We suggest picking photos not related to a church service and instead focusing on the people you are serving.

A fun fact is that the more options you give to someone the less likely they are to actually make a donation. So put just the necessary ways to give and don’t over complicate it.

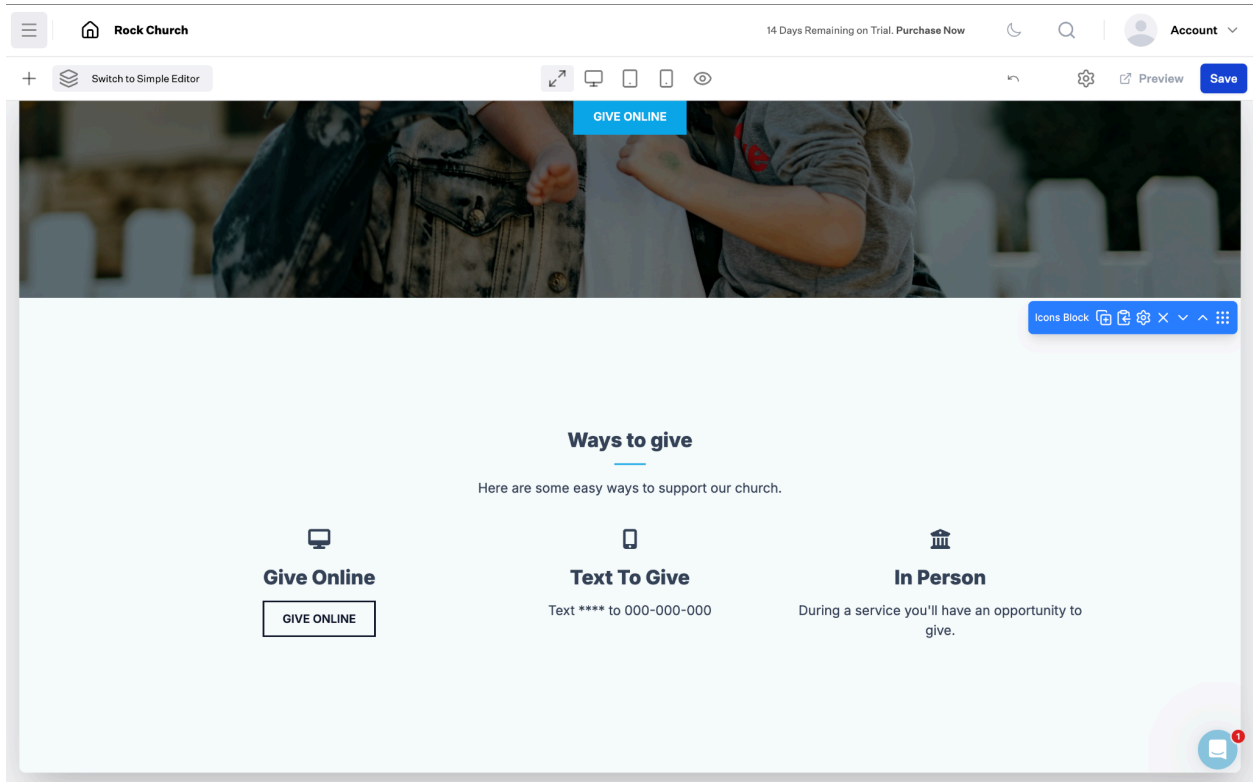
Hero Section

Highlight the opportunity people have to get involved in the vision and what the donations go toward.



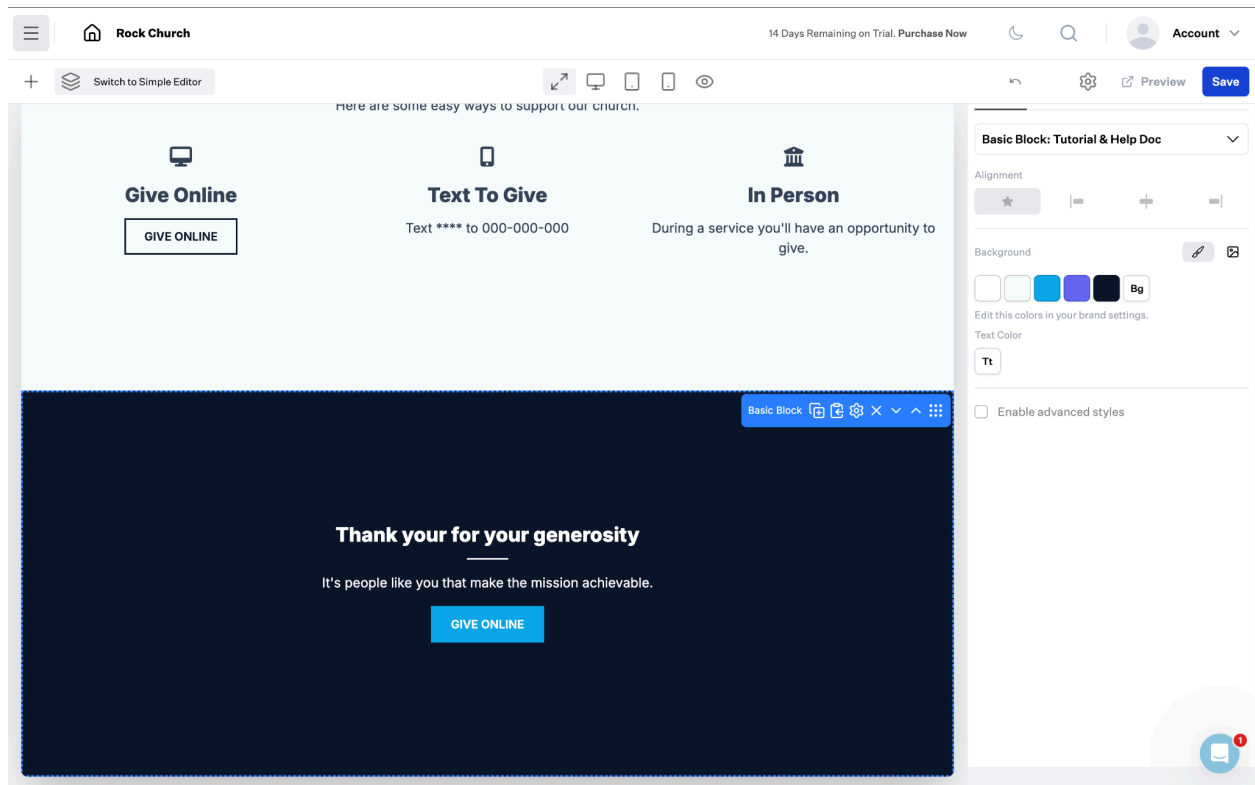
Ways To Give Section

List the options for giving but focus on one.



Thank You Call To Action Section

Reiterate the main giving option and a thank you message, thanking the giver for being involved.



Summary

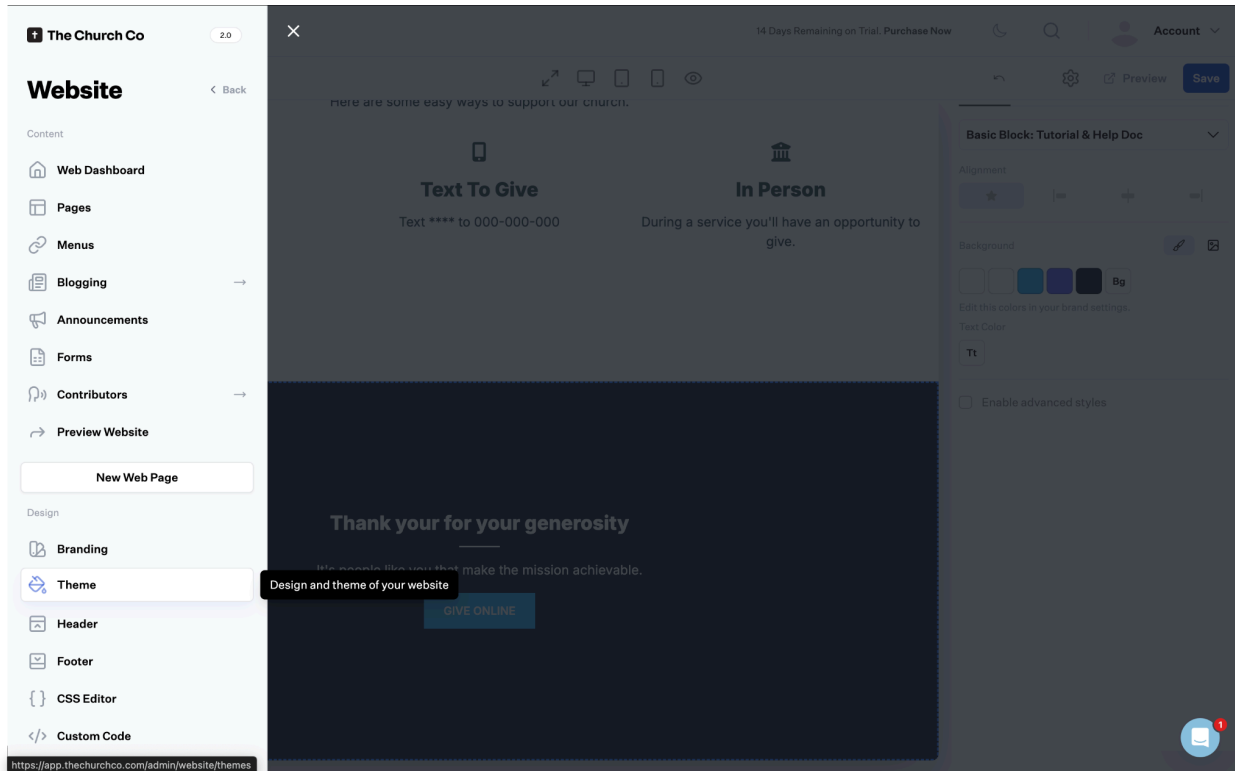
Goal: To make donations easy and explain the work being done by your church.

How: We do this with a simple explainer and great images.

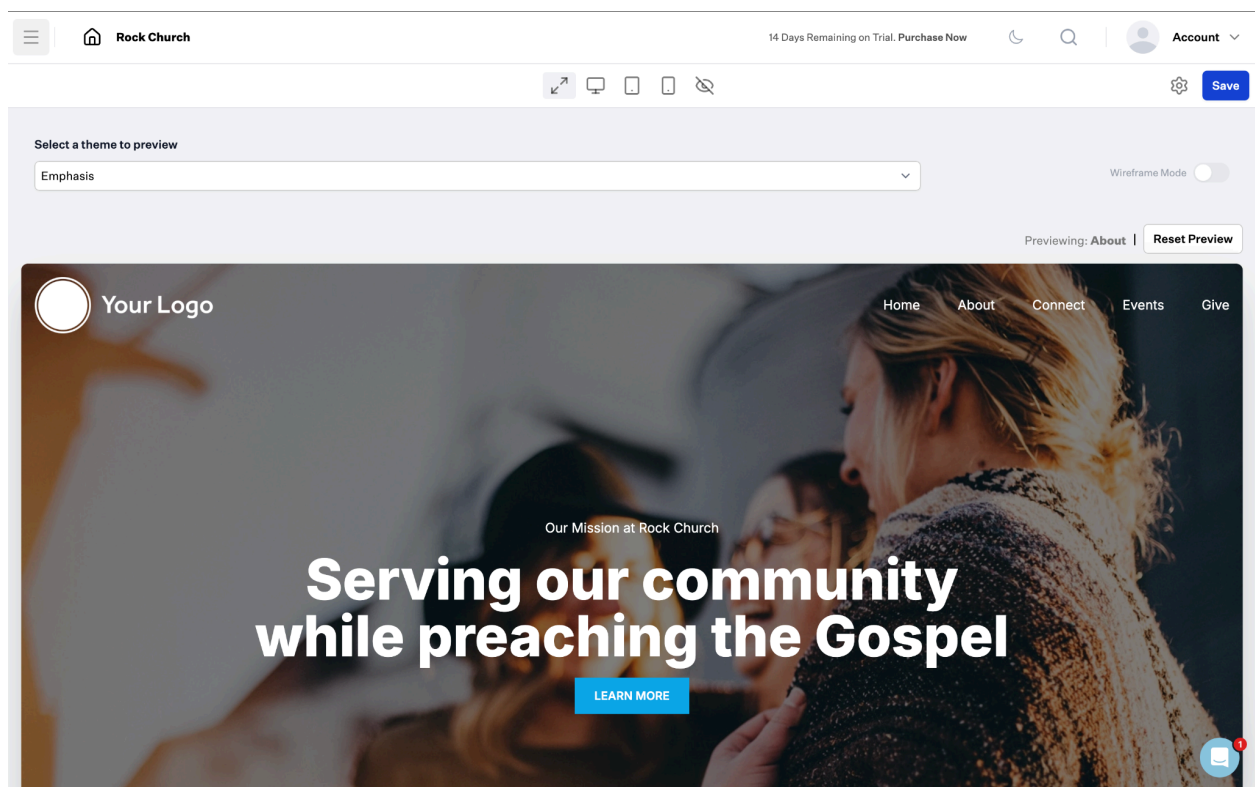
Call To Action: Give. Talk to a Pastor.

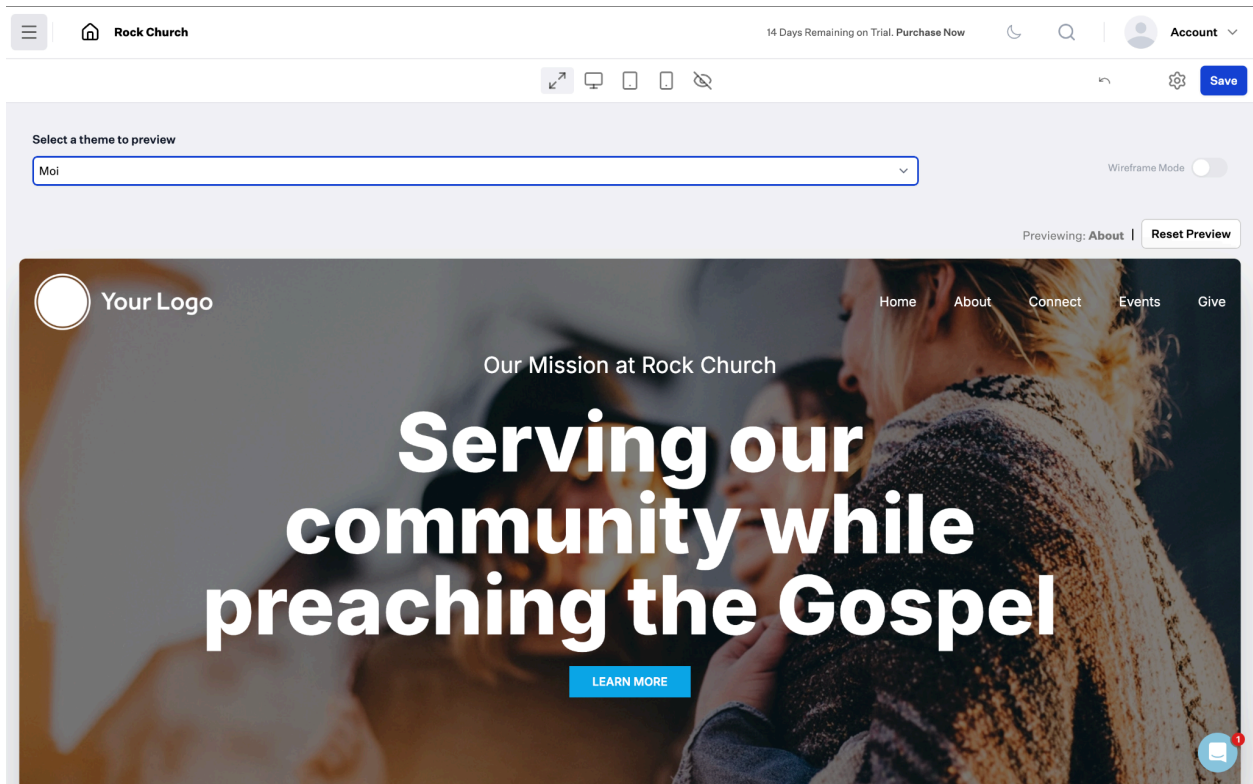
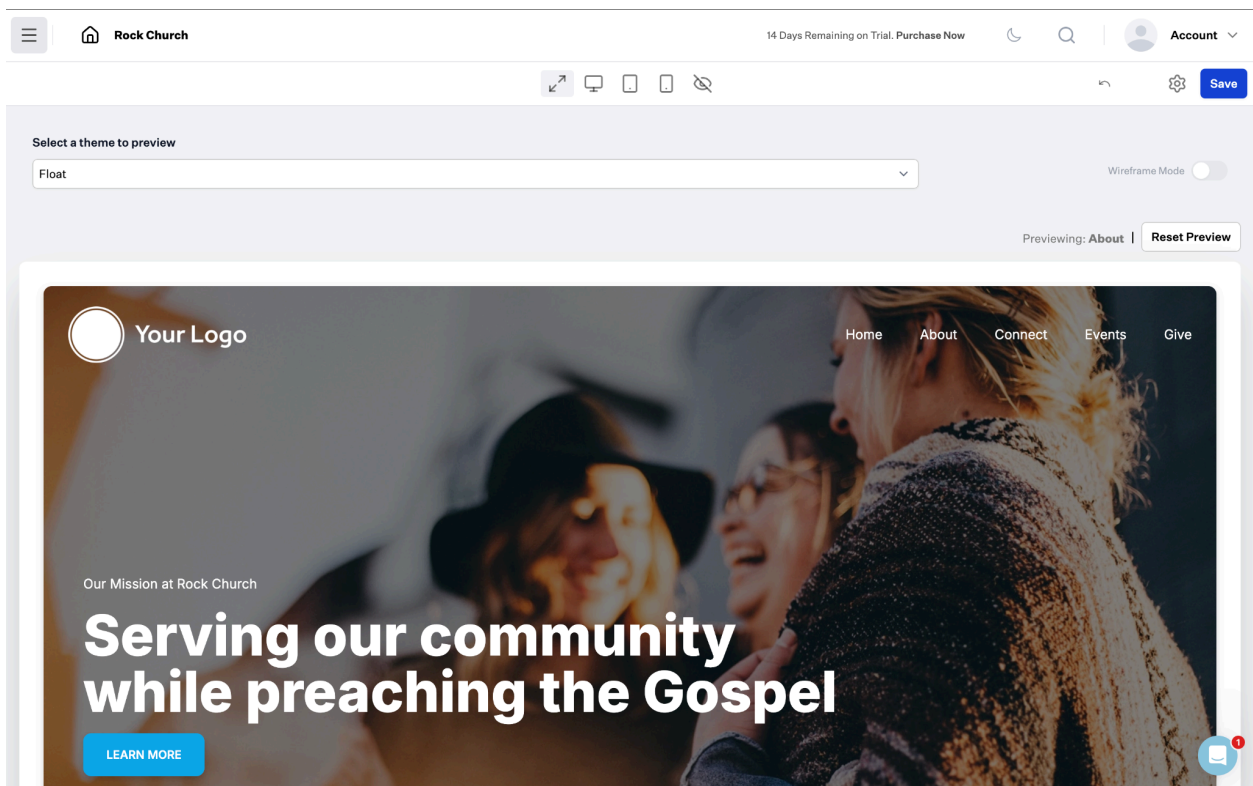
Last Step

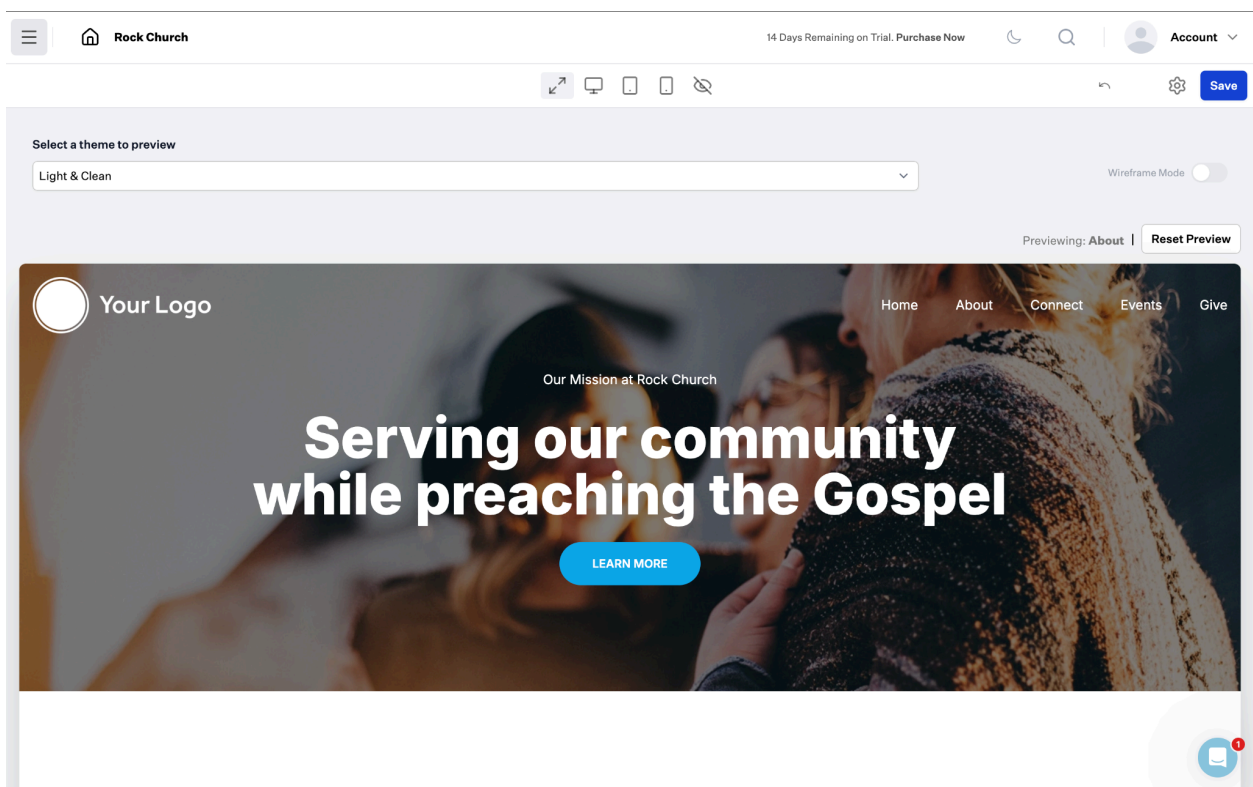
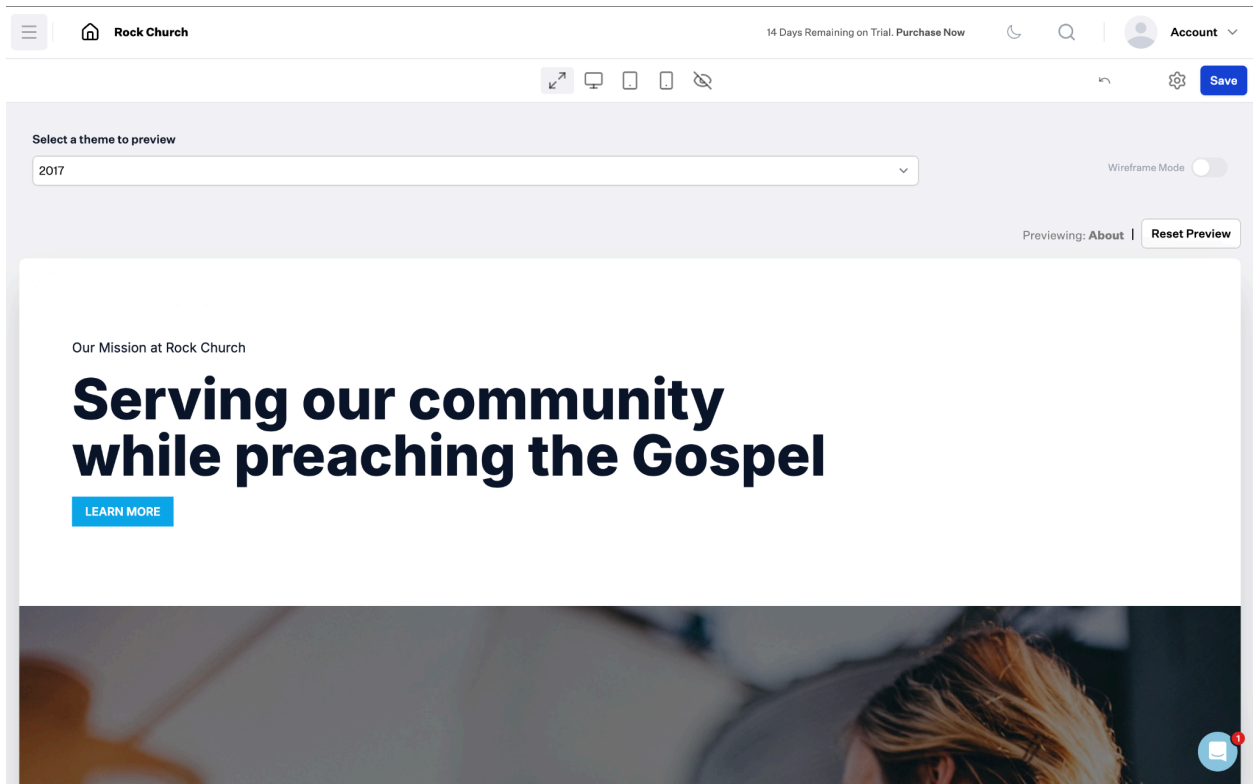
Ok, you are basically done but if you want to see what the website looks like in different themes. Head to Website then Themes in the Navigation.



Here you can toggle the themes and preview the site. If you like the look of a different theme, just click Save.







Also if you head to the Branding Options you can set all of your Colors, Fonts and Logos.

The Church Co2.0

Website< Back

Content

Web Dashboard

Pages

Menus

Blogging→

Announcements

Forms

Contributors→

Preview Website

New Web Page

Design

Branding

Theme

Header

Footer

CSS Editor

Custom Code

Continue

Rock Church

14 Days Remaining on Trial. Purchase Now

Account

Branding

Manage your organizations brand.

CancelSave

Account

LogosColorsFonts

Color Logo

Light Logo

Dark Logo

Icon Logo

Site Icon

Your Logo

Your Logo

Your Logo

Select Media

Site Icons should be square and at least 512 x 512 pixels and should be of png, svg or jpg formats.

1

The Church Co2.0

Website< Back

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CancelSave

Account

LogosColorsFonts

Primary Color

Secondary Color

Third Color

Main Background Color

Alternate Background Color

Primary Color

Your main brand action color.

BG: #0ea5e9

Text: #ffffff

BackgroundText

Secondary Color

Your secondary call to action color.

BG: #6366f1

Text: #ffffff

BackgroundText

Third Color

Your third call to action color.

BG: #01728f

Text: #ffffff

BackgroundText

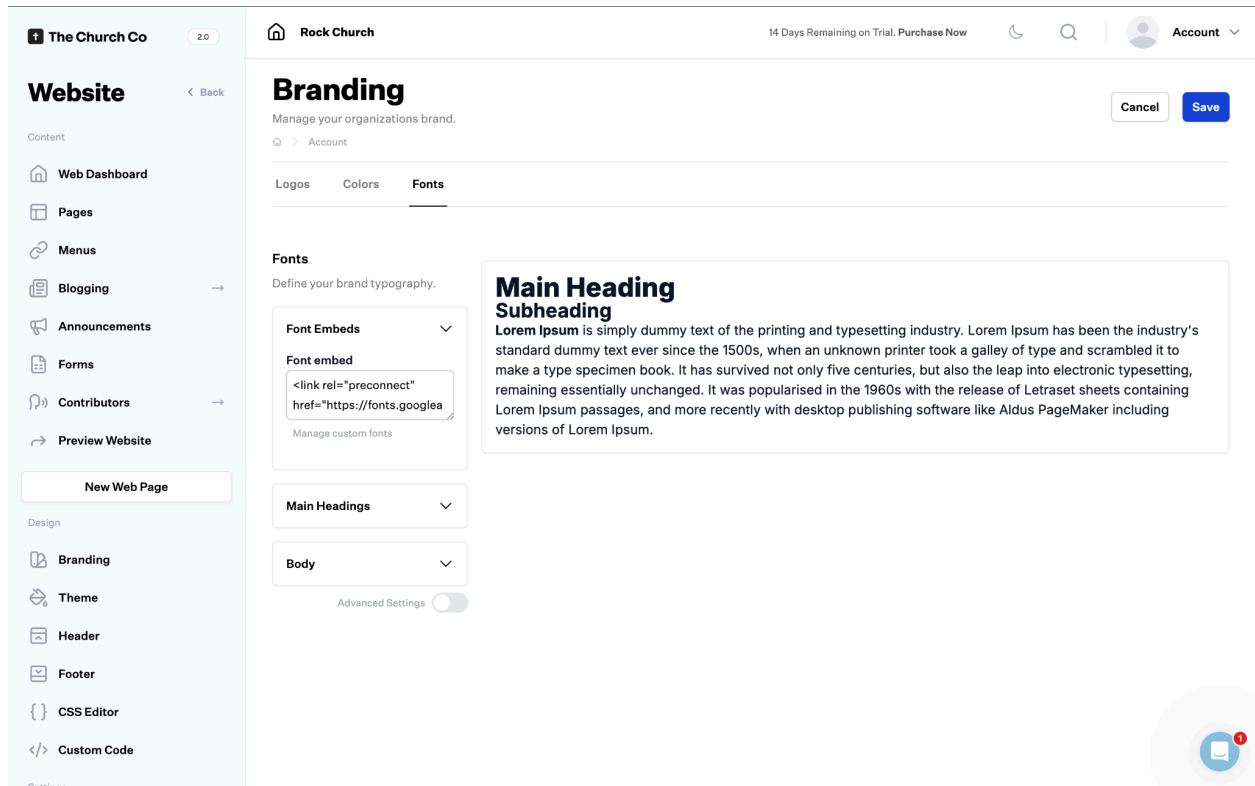
Main Background Color

Your main base color.

Alternate Background Color

Your alternate base color.

1



You're Done

That's it! You now have a full website that's ready to launch. We can help you launch it too if you need help. Just reach out via the chat in the dashboard. We also offer to build the website for you so if you want someone to review it, we're here for that.

Thanks for helping build the Kingdom by representing Jesus to your community through your website.

We'll build your website for you for free.

Yes, you read that right. When you purchase a yearly subscription to our website builder, our design team will build your website for you at no extra cost. So if you don't have time for all of the above just sign up and click "Build It For Me". We genuinely love doing this!

Learn more at thechurchco.com