The 5-Minute Church Website Growth Workbook

A Practical Self-Assessment & 30-Day Action Plan for Church Leaders

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Designed For

- Pastors & Church Leaders
- Church Media Teams
- Ministry Creatives
- Digital Outreach Volunteers

What's Inside

- 10 Diagnostic Workbook Sections
- Checklists & Self-Assessments
- Reflection Questions
- 30-Day Improvement Plan
- Next Steps for Growth

*Branded & Created by **eChurch Digital** — Helping Churches Reach More People Online*

Welcome From Pastor Dre



Welcome!

Thank you for downloading The 5-Minute Church Website Growth Workbook.

After more than 30 years in ministry, leadership, and digital outreach, I've learned that most churches don't need more technology. They need more clarity.

Many churches have websites, but few take the time to evaluate how well those websites are serving visitors, reaching their community, and helping people take the next step toward Jesus.

This workbook was created to help you identify simple improvements that can have a significant impact on your church's digital outreach.

My prayer is that as you work through these exercises, you'll discover practical ways to remove barriers, reach more people, and create a better experience for the people God is sending your way.

Let's get started.

Pastor Dre
Founder, eChurch Digital

Welcome to Your Workbook

ECHURCH DIGITAL

Your church website is your digital front door — and most visitors will check it out **before they ever step foot inside your building.** In fact, research consistently shows that 7 out of 10 first-time visitors look at a church's website before attending in person. That means your website isn't just a nice-to-have. It's one of the most important outreach tools your ministry has.

This workbook was created to help you take a clear-eyed, honest look at your church's online presence — without overwhelm, without technical jargon, and without spending hours you don't have. Each section is designed to take just 5 minutes at a time. You'll work through 10 focused diagnostic areas, score your website, identify your biggest wins and gaps, and walk away with a practical 30-day plan you can actually implement.

> This workbook is meant to be used alongside the **eChurch Digital Course**. But it's also fully self-contained — you can use it as a standalone evaluation tool at any time, with any team.

How to Use This Workbook

- Work through each section in order
- Be honest — this is for your growth
- Involve your media team or a trusted leader
- Score yourself at the end of each section
- Build your 30-day plan using the final pages

A Word of Encouragement

You don't need a big budget or a full-time web team to have a great church website. You just need clarity, intentionality, and a willingness to improve. **Small changes make a big difference.** Let's get started.

The Church Website Growth Framework

Building a thriving digital presence for your church requires a strategic approach. Our Church Website Growth Framework outlines five interconnected stages that work together to create an inviting and effective online ministry. Each stage builds upon the last, ensuring that your website not only attracts new visitors but also fosters deep engagement and lasting connections within your community.



Clarity

Can visitors quickly understand who we are?



Accessibility

Can visitors easily find the information they need?



Visibility

Can people find our church through Google and online searches?



Engagement

Are visitors taking meaningful next steps?



Connection

Are people becoming connected to the church community?

By focusing on these five pillars, your church can transform its website from a static page into a dynamic digital front door that effectively serves your mission and expands your reach.

How This Workbook Works

This workbook is meticulously designed to guide you through a comprehensive evaluation of your church's digital presence. Each section and exercise directly correlates to one or more stages of the **Church Website Growth Framework**. As you progress through the assessments and improvement plans, you will be actively enhancing your website's clarity, improving its accessibility, boosting its visibility, fostering deeper engagement, and strengthening pathways to genuine connection within your church community. Think of each test and recommendation as a tool to build a more effective and welcoming online home for everyone God is calling to your ministry.

SECTION 1

The 5-Second Test

When someone lands on your church's homepage, they make a snap judgment in as little as five seconds. In that window, they're answering one question: **"Is this for me?"** If your homepage doesn't clearly communicate who you are, where you are, and what you're about — they're gone. This section helps you evaluate your homepage's first impression with fresh eyes.

1

Open Your Homepage

Go to your church website as if you've never seen it before. Set a 5-second timer.

2

Note Your Reaction

Write down the first 3 things you notice before the timer ends.

3

Answer the Key Questions

Use the checklist below to evaluate whether your homepage passes the test.

5-Second Test Checklist

- [ ] My church name is clearly visible at the top of the page
- [ ] There is a welcoming headline or tagline on the homepage
- [ ] A visitor can immediately tell this is a church website
- [ ] Service times or location are visible without scrolling
- [ ] There is a clear call-to-action button (e.g., "Plan Your Visit")
- [ ] The homepage image feels welcoming and reflects real people
- [ ] The overall design looks modern and clean

Reflection Questions

> What would a brand-new visitor think or feel in the first 5 seconds of visiting your homepage?

> What is the single most important thing you want someone to do when they land on your site?

> Does your homepage make that action obvious and easy to take?

- [ ] **Action Step:** Ask someone who has never visited your website to look at your homepage for 5 seconds, then close it. Ask them: "What did you notice?" and "What kind of church do you think this is?" Their answers will reveal more than any checklist.

My Notes

Section 1 Score (0–10): _____

Top Priority Fix: _____

SECTION 2

The Service Times Test

This is the most searched-for piece of information on any church website, and yet it's one of the most commonly buried or missing elements. When someone is considering visiting your church, the first thing they look for is **when and where you meet.** If they can't find your service times within seconds, most visitors won't dig deeper — they'll simply move on to the next church in their search results.

Service Times Checklist

- ☐ Service times are on the homepage (visible without scrolling)
- ☐ Service times are also on a dedicated "Visit" or "I'm New" page
- ☐ Times are current and up to date
- ☐ Multiple services are clearly differentiated if applicable
- ☐ The physical address is listed alongside times
- ☐ A map or directions link is included
- ☐ Holiday or special schedule changes are noted clearly

Quick Audit

Open your website right now. Time how long it takes to find your service times.

- **Under 5 seconds** — Excellent ✓
- **5–15 seconds** — Needs improvement
- **Over 15 seconds** — Critical fix needed
- **Can't find them** — Urgent priority

Time it took you: _____ seconds

Reflection Questions

If a first-time visitor arrived at your homepage on their phone, how quickly could they find your service times and address?

Are your service times also visible when someone searches for your church on Google (not just on your website)?

When was the last time you verified that all time and location information on your website is accurate?

Action Step: Add your service times to your homepage hero section or navigation bar today. It should take less than 10 minutes to implement and can immediately improve the visitor experience for anyone who finds your site.

Section 2 Score (0–10): _____

Top Priority Fix: _____

SECTION 3

The Mobile Friendly Test

Over 60% of all website traffic now comes from mobile devices — and that number is even higher for people searching for churches in their area. If your website doesn't look great and function smoothly on a smartphone, you are losing potential visitors every single day. A mobile-friendly church website isn't optional. It's a baseline requirement for effective digital outreach in today's world.

A truly mobile-friendly site does more than just "fit" on a small screen. It loads quickly, has easy-to-tap buttons, readable fonts without zooming, and a simple layout that guides the user to what they need. Use this section to honestly evaluate your mobile experience.

Mobile Friendly Checklist

- ☐ Website loads in under 3 seconds on mobile
- ☐ Text is readable without pinching or zooming
- ☐ Buttons and links are large enough to tap easily
- ☐ Navigation menu works smoothly on mobile
- ☐ Images are sized properly and don't overflow the screen
- ☐ Contact forms work on mobile devices
- ☐ Phone number is clickable (tap to call)
- ☐ Address links to Google Maps automatically
- ☐ No horizontal scrolling required
- ☐ Tested on both iPhone and Android

Reflection Questions

> When did you last test your own church website on a smartphone? What was your experience?

> If a visitor found your church through a Google search on their phone, would they stay on your site or leave frustrated?

> What is the single biggest barrier your mobile site creates for a new visitor right now?

Action Step: Use Google's free tool at **search.google.com/test/mobile-friendly** to test your site right now. Screenshot the results and share them with your web team or administrator as your starting point for improvement.

Section 3 Score (0–10): _____

Top Priority Fix: _____

SECTION 4

The Visitor Experience Test

Think of your church website as a first conversation with someone who's never heard of your church. What story does it tell? Does it feel warm, welcoming, and human — or cold, outdated, and institutional? The visitor experience test goes beyond information and asks: **How does this website make a newcomer feel?**

Visitors are looking for signs of life. They want to see real people, hear your pastor's voice in the language on your pages, understand your culture, and feel like there's a place for them. Churches that win online aren't necessarily the biggest or most tech-savvy — they're the ones who communicate genuine care and community through their digital presence.

People & Photos

Do your images show real, diverse people from your congregation — not just stock photography? Authentic photos build trust and connection far more than generic images.

New Visitor Page

Do you have a dedicated "I'm New" or "Plan Your Visit" page that answers the top 5 questions every first-time visitor has before deciding to attend?

Welcoming Language

Is the language on your site written for someone who has never been to your church before — or does it assume insider knowledge of church culture and programs?

Visitor Experience Checklist

- [ ] We have a dedicated "New Here" or "Plan Your Visit" page
- [ ] Our photos show real people from our actual congregation
- [ ] The language is warm, welcoming, and jargon-free
- [ ] We answer the top visitor questions: Who, What, When, Where, Why
- [ ] A visitor can see what to expect during a service
- [ ] Kids and family ministries are clearly highlighted
- [ ] Contact information is easy to find and includes a real person's name
- [ ] There is a way to connect or ask questions (form, email, or chat)

Reflection Questions

> What are the top 3 questions a first-time visitor would have before attending your church? Does your website answer all three clearly?

> If a nervous, unchurched person visited your site, would they feel welcomed or intimidated?

> What one page on your site most needs a rewrite to feel more visitor-friendly?

- [ ] **Action Step:** Write or update your "I'm New" page this week. Make sure it answers: What should I wear? Where do I park? What happens during a service? What about my kids? How do I connect after visiting?

Section 4 Score (0–10): _____

Top Priority Fix: _____

SECTION 5

The Google Visibility Test

You could have the most beautiful, welcoming church website in the world — but if no one can find it, it's not doing its job. Google Visibility is about making sure that when someone in your city types "church near me" or "churches in [your city]," your church appears in the results. This is called Local SEO (Search Engine Optimization), and the good news is that the most important steps are completely free.

The single most powerful free tool for church visibility is your **Google Business Profile** (formerly Google My Business). A fully optimized profile puts your church on Google Maps, shows your service times in search results, and allows visitors to leave reviews — all of which dramatically increase how many people discover your church online.

Google Visibility Checklist

- ☐ We have claimed our Google Business Profile
- ☐ Our profile has current service times listed
- ☐ Our profile has our correct address and phone number
- ☐ We have at least 10 Google reviews
- ☐ We respond to Google reviews regularly
- ☐ Our website has our city/region mentioned in page titles
- ☐ We appear in the top 3 results for "[church] + [our city]"
- ☐ Our website is listed on church directories online
- ☐ We have a consistent name/address/phone across all platforms
- ☐ We have added photos to our Google Business Profile

Reflection Questions

> Have you Googled your own church recently? What comes up, and does the information displayed match what's on your website?

> If someone in your neighborhood searched "church near me" right now, would your church appear? Would it look inviting?

> Do you have a strategy for gathering and responding to Google reviews from your congregation?

Action Step: Go to **google.com/business** today and either claim your profile or update it with current information, your best photos, and accurate service times. This single action can double your church's online discoverability within 30 days.

Section 5 Score (0–10): _____

Top Priority Fix: _____

SECTION 6 & 7

Fresh Content & Clear Next Step Tests

Section 6: The Fresh Content Test

A church website with outdated content sends a silent but powerful message: *"We may not be active."* Fresh, current content signals life, activity, and relevance. Visitors and search engines both reward websites that are updated regularly. Sermon content, blog posts, announcements, and event listings all contribute to a living, breathing digital presence that reflects your actual ministry.

Fresh Content Checklist

- ☐ Events page is current with upcoming activities
- ☐ Sermon archive is updated within the last 2 weeks
- ☐ Homepage announcements are timely and relevant
- ☐ No outdated events or past dates are showing
- ☐ Blog or news section has a post from the last 30 days
- ☐ Staff or leadership page has current photos and info
- ☐ Social media links lead to active, updated accounts

Reflection Questions

> What content on your site is most likely to be outdated right now? Who is responsible for keeping it current?

> Do you have a content update schedule or a person assigned to maintain your website regularly?

☐ **Action Step:** Assign one person as your "website content manager" and create a simple monthly checklist for content updates — sermon uploads, event updates, and photo refreshes.

Section 6 Score (0–10): _____

Section 7: The Clear Next Step Test

Every page of your church website should answer one question for the visitor: **"What should I do next?"** Without a clear call to action, visitors leave your site without connecting — even if they were genuinely interested. The best church websites guide visitors from curiosity to connection through intentional, well-placed next steps.

Clear Next Step Checklist

- ☐ Homepage has one primary call-to-action button
- ☐ CTA is above the fold (visible without scrolling)
- ☐ A "Plan Your Visit" or "I'm New Here" link is in the navigation
- ☐ Each major page has a clear next step for the visitor
- ☐ Online giving is easy to find and clearly labeled
- ☐ A connect card or interest form is available
- ☐ Sermon page prompts viewers to subscribe or share

Reflection Questions

> What is the single most important action you want a first-time website visitor to take? Is that action visible and compelling on your homepage?

> Are your calls to action consistent and repeated throughout your site, or are they only on the homepage?

☐ **Action Step:** Choose your #1 visitor next step. Make sure a button with clear language (e.g., "Plan Your Visit") is visible in your navigation and on your homepage hero section.

Section 7 Score (0–10): _____

SECTION 8

Church Website Scorecard

Now it's time to bring it all together. Use the scores from each section to complete your official **Church Website Scorecard**. This gives you a clear, honest snapshot of where your church's digital front door stands today — and exactly where to focus your energy first. There is no judgment here, only clarity and direction.

Website Area	My Score (0–10)	Max Score	Priority Level
1. The 5-Second Test	___ / 10	10	High / Med / Low
2. Service Times Test	___ / 10	10	High / Med / Low
3. Mobile Friendly Test	___ / 10	10	High / Med / Low
4. Visitor Experience Test	___ / 10	10	High / Med / Low
5. Google Visibility Test	___ / 10	10	High / Med / Low
6. Fresh Content Test	___ / 10	10	High / Med / Low
7. Clear Next Step Test	___ / 10	10	High / Med / Low
TOTAL SCORE	**___ / 70**	**70**	

Interpreting Your Score

60–70

Strong Foundation
Your site is working well. Focus on optimization and consistency. You're in a great position to grow.

45–59

Good Progress
You have solid areas but clear gaps. Pick your 2–3 lowest scores and focus there first for maximum impact.

25–44

Needs Attention
Your digital front door needs meaningful improvement. Don't be discouraged — the fixes are often simpler than you think.

0–24

Start Fresh
Your website may be hurting more than helping. Consider a full redesign or a guided rebuild with a ministry web partner.

My Top 3 Priorities Based on This Scorecard

1	2	3
Priority #1 Area: _____ Action: _____ _	Priority #2 Area: _____ Action: _____ _	Priority #3 Area: _____ Action: _____ _

SECTION 9

30-Day Church Website Improvement Plan

Now that you have your scorecard and top priorities, it's time to build your simple, realistic 30-day plan. The key to digital improvement isn't perfection — it's **consistent, focused action over time.** This plan breaks the next 30 days into four focused weekly sprints. Each week has a theme, a primary focus area, and space for you to write your specific action steps.



Use the sprint planner below to write your specific tasks for each week. Keep each task small enough to complete in under an hour. The goal is momentum, not perfection.

Week	Theme & Focus	My Specific Tasks	Who's Responsible
Week 1 Days 1–7	**Foundation Fixes** Homepage, service times, mobile test, Google Business Profile	1. _____ 2. _____ 3. _____	_____
Week 2 Days 8–14	**Visitor Experience** New visitor page, welcoming language, photos, clear CTAs	1. _____ 2. _____ 3. _____	_____
Week 3 Days 15–21	**Visibility & Content** SEO basics, fresh content, sermon updates, social links	1. _____ 2. _____ 3. _____	_____
Week 4 Days 22–30	**Review & Optimize** Re-run tests, update scorecard, celebrate wins, plan next 30 days	1. _____ 2. _____ 3. _____	_____

Pro Tip: Block 30 minutes every Monday morning for website review and updates. Consistency over a month will produce more visible results than one big effort every six months. Small steps compound into significant growth.

30-Day Commitment Statement

> I commit to taking consistent, focused action on my church's digital presence over the next 30 days. I understand that my website is a ministry tool — and improving it is an act of faithful stewardship. My start date is: _____ and my review date is: _____
>
> Signed: _____

The Church Website Growth Framework

Building a thriving digital presence for your church requires a strategic approach. Our Church Website Growth Framework outlines five interconnected stages that work together to create an inviting and effective online ministry. Each stage builds upon the last, ensuring that your website not only attracts new visitors but also fosters deep engagement and lasting connections within your community.



Clarity

Can visitors quickly understand who we are?



Accessibility

Can visitors easily find information?



Visibility

Can people find our church online?



Engagement

Are visitors taking next steps?



Connection

Are people connecting with our church and community?

By focusing on these five pillars, your church can transform its website from a static page into a dynamic digital front door that effectively serves your mission and expands your reach.

SECTION 10

Your Digital Front Door Reflection

Before you close this workbook and move into action, take a few moments for deeper reflection. This page is your space to think, pray, and clarify your vision for your church's digital presence. The best websites aren't just technically sound — they flow out of a clear sense of calling, purpose, and who God has called your church to reach. Use these prompts to ground your digital strategy in ministry purpose.

Your Church's Digital Mission

In one sentence, describe what you want your church website to accomplish for the people who visit it:

_____

_____

_____

_____

Your Target Visitor

Describe the person your church website is most trying to reach. Be specific — age, background, spiritual background, what they're searching for:

_____

_____

_____

_____

Your Biggest "Aha" Moment

What was the most surprising or convicting thing you discovered while working through this workbook?

_____

_____

_____

_____

Your Greatest Website Strength

What is your church already doing well online that you want to protect and build upon?

_____

_____

_____

_____

Ministry Reflection Prompts

If Jesus reviewed your church website today, what do you think He would say about how well it represents your church's heart for the lost and hurting?

What does faithfulness in digital ministry look like for your specific church, with your specific resources, in your specific community?

What would it mean for your community if your church's website helped even 10 more families find your church and encounter Jesus this year?

Remember: You are not just building a website. You are stewarding a digital front door for the people God is sending to your church. That is ministry. That matters. And every improvement you make is an act of love for the people who haven't found you yet.

BONUS SECTION

Next Steps for Digital Outreach

Congratulations on completing the workbook! Your church website is the foundation of your digital outreach — but it's just the beginning. Once your website is strong, there are powerful next steps that can extend your church's reach even further into your community and beyond. Think of these as additional "outreach multipliers" that work together with a great website to bring more people through your doors — both physically and online.



Social Media Strategy

Consistent, intentional social media presence amplifies everything on your website. Choose 1–2 platforms where your community is active and commit to a regular posting schedule. Share sermon clips, behind-the-scenes moments, and community stories.



Email Newsletter

Email remains one of the highest-ROI communication tools in ministry. A weekly or bi-weekly email that highlights upcoming events, shares a brief devotional, and links to your latest sermon keeps your congregation engaged and your community informed.



Online Sermon Archive

Your sermon content is some of the most valuable content your church produces. Make it searchable, shareable, and accessible. YouTube, podcast platforms, and your website together create a 24/7 ministry that reaches people even when your doors are closed.

Your Digital Outreach Next Steps Checklist

- [ ] Complete and implement all items from my 30-day plan
- [ ] Re-score my website at 30, 60, and 90 days
- [ ] Set up or optimize a consistent social media posting schedule
- [ ] Launch or revive a church email newsletter
- [ ] Create a simple system for uploading weekly sermons online
- [ ] Gather Google reviews from 10 congregation members this month
- [ ] Consider a website audit or redesign consultation with eChurch Digital
- [ ] Share this workbook with another church leader or ministry team

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About eChurch Digital

eChurch Digital exists to help churches maximize their online presence for greater ministry impact. From website design to digital strategy, we partner with churches of all sizes to make their digital front door as welcoming as their physical one.

Connect With Us

We'd love to hear how this workbook helped your church. Reach out to eChurch Digital for personalized support, website reviews, or to learn more about our courses and coaching programs.

Website: echurchdigital.com
Email: hello@echurchdigital.com

FREE WEBSITE AUDIT AVAILABLE

"The harvest is plentiful but the workers are few." — Matthew 9:37. Your digital presence is a field ready for harvest. Go and make disciples — online and in person.

Continue Your Journey

Your website is just the beginning. As you cultivate a thriving digital presence, these resources are designed to further equip your church, deepen your reach, and guide you on your path to impactful online ministry.



Church Website SEO Checklist

A practical, step-by-step checklist to help churches improve their online visibility and ensure they are easily found by those searching for a spiritual home.



Church Growth Systems Podcast

Tune in weekly for engaging conversations about effective church growth strategies, digital outreach best practices, website optimization, and boosting online visibility.



How Churches Get Found on Google

A comprehensive, step-by-step training program that empowers churches to master their Google presence and effectively reach more people actively searching for a church online.



Coaching & Website Reviews

Receive personalized coaching, in-depth website evaluations, and tailored digital outreach strategies crafted specifically for your church's unique needs and ministry goals.

Ready For The Next Step?

Visit eChurchDigital.com

Helping Churches Reach More People Through Digital Outreach

Ready for the Next Step?

You've journeyed through this workbook, diligently evaluating your church's website and identifying key areas for growth. This resource has equipped you with foundational insights to transform your digital presence, ensuring your online 'front door' is as welcoming and effective as your physical one.

But the journey doesn't end here. To truly maximize your church's reach and impact, you need to ensure your message is easily discoverable by those seeking it. Our comprehensive training, **'How Churches Get Found on Google,'** dives deep into the strategies that will put your ministry on the digital map.

In the Full Training You Will Learn:

Google Business Profile

Local SEO

Blogging for Churches

Google Search Console

Keyword Research

Online Visibility Strategies

Ready to take your church's digital outreach to the next level? Explore the full training and unlock advanced strategies for online visibility.

Visit eChurchDigital.com