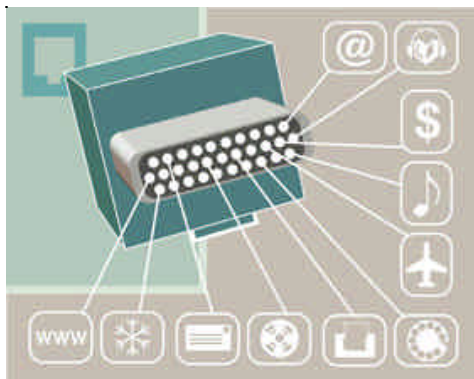


# www.if you build it they will come.com

*But will they stay? How can you have a great web-presence that tells about your ministry?!*

**S**o you want to keep your current church members and grow your congregation with new prospects, right? The Internet provides just that opportunity by giving you another avenue for reaching people. Think of the Internet as a new location for your ministry. How would you approach opening a new ministry or church? What would you want to accomplish?

What is a realistic timetable for results? All of these questions need to be answered but you have to first get the basics. Here are some tips that can help create a great web-presence to help you tell others about your ministry.



your ministry on every page in an easy to find area - usually the top left corner. Readers on your site should have multiple ways of finding out about your ministry and getting in touch with you. Provide them with as many options as possible, including via mail, toll free number and on-line. AND by all means, provide contact information for the reader such as physical location(s), business address(es), phone number(s), email address(es) so that the reader can instantly contact your ministry.

## CUSTOMER

**COMMENTS.** Follow the leader is a game you probably played in school and it's still being played by adults. People love to see who else is doing what they want to do. Pepper your

site with testimonials and benefits another person received from your ministry. Testimonials should include the as much information about the person as he/she is willing to provide and always with his/her permission.

**PROMOTION.** If no one knows about your site, they will not use it. You have to promote your site by putting the site address on all promotional materials - both electronic and print. Sign up with the major search engines (Yahoo, Google, AOL, MSN) and use the search engine to make sure you are able to be found. As far as a site name, your ministry's URL

(www.ministry.com), make it simple and short without a lot of dashes or extended wording.

**INFORMATION.** Of all the resources on the Internet, information is the most valuable. Use your site to promote information not directly related to your ministry so that your readers will return often. Readers need a reason to return to your site and new and up-to-date information is the best resource. Electronic

## How Does e-Business Impact My Business?

- Reduce your costs by using electronic methods of communication
- Improve satisfaction and loyalty
- Increase your advantage in a technological world
- Raise ministry awareness
- Give your ministry global reach, without global offices
- Increase reach indirectly and directly
- Make your staff more productive by having a better use of their time
- Improve communications between your ministry and supporters and prospective members

magazines (PDF Newsletters about your ministry that are downloadable) are a great medium for providing information. It also shows your readers that you are aware of the world outside of your ministry. Readers are always looking for free materials that can help with their personal life, so include information that does not necessarily directly relate to your specific ministry.

**UPDATE.** There is nothing worse than outdated information on a site. A reader is instantly told that you don't really put much effort into your site. Even a well-designed site can fall from a reader's regular visiting list by having out-dated material. Also, have an error page so that when a reader comes to your site and you have changed a page or they have not entered the whole address correctly, they do not get a error message. The error page shows all links for the site and works as a site map. Incorporate new technology into your site when possible and tell readers how it will benefit their visit to your site.

A great web-presence can help increase your ministry's reach and improve the effectiveness of its message.

If you would like more information about how to build a great web-presence that tells people about your ministry, please contact our office at (205) 592-9990, or visit our website at [www.kianoff.com/web](http://www.kianoff.com/web).

## e-Business Will Become Critical If . . .

- Your congregation and prospects demand more information about your ministry
- The congregation and prospects are taking to the Internet. It is here to stay and it is influencing habits!
- You are losing members and prospects because other entities are gaining an advantage through adding technology