

West Jersey Presbytery Workshop on Church Web Sites, February 8, 2009

Sample: First Presbyterian Church, Bridgeton – main Web pages and their top-down choices of further pages. Each main page has its own presentation as well as links to the top-down choices.

1. **Home** [welcome, basic information, mission statement, visioning statement, who we are]
2. **Information**
 - a. Staff and Contacts
 - b. Maps and Directions
 - c. Facts and Figures
 - d. Our Creeds and Confessions of Faith
 - e. Pipe Organ
 - f. Site Map
3. **Calendar**
 - a. Special and Holiday Service
 - b. Annual Meeting
 - c. Ushers
 - d. Fellowship Time Hosts
 - e. Nursery Supervisors
 - f. Socials
 - g. Music Programs
4. **Church Family**
 - a. Choirs
 - b. Youth Group
 - c. Time Out Tuesday (TOT)
 - d. Sunday Church School
 - e. Confirmation Class
 - f. Adult Forum
 - g. Friends of Old Broad Street Church
5. **Mission**
 - a. Local Mission
 - b. Board of Deacons
 - c. Youth Mission
 - d. TOT Mission
 - e. Special Offerings
 - f. CROP Walk
6. **Inspirational**
 - a. Bible Study
 - b. Prayers and Psalms
 - c. Means of Grace
 - d. Jed's Place
7. **History**
 - a. Historical Sketch
 - b. Record of Pastors
 - c. Old Broad Street Church
8. **Links** [help and hot lines, PCUSA sites, ecumenical groups, etc.]

Note: This map of the Web site follows the new site which is not yet online. The present site has the same material but in somewhat different arrangement. The new site is completely redesigned by our graphic designer.

Pictures

- ▶ Some are set right within the Web pages.
- ▶ But sets of pictures we put on Google's Picasa site then link to them from our site.

The pastor has 3 sites of his own to which we link:

- ▶ Sermons and Other Writings
- ▶ Jed's Place (puppet parables)
- ▶ His blog: Faith Pondering

Online Bible study and discussion: a restricted Google group for conversation by e-mail

E-mailed bulletin and notices. We send them to the pastor (or church office) and blind-copy them to members and others who ask to be included. This way e-mail addresses are not shared.

Necessities:

- ▶ Someone must design the site.
- ▶ The site should active, continually updated. Someone, probably staff, must do this.
- ▶ The church needs the two computer programs necessary for maintaining the site: (1) the design program [in our case, Dreamweaver] and (2) an FTP, file transfer protocol, program for uploading to the site [in our case the purchased program Cute FTP, but there are free FTP programs].
- ▶ Niceties: (1) A designer or manager who embeds meta-tags, (2) Someone who goes through the process of maximizing exposure on Google searches [there is at least one free site mapping program geared to doing just this].