

Getting Started with Websites

Week 1 | The Foundation Week

Goal: Lay the groundwork for your website by adding users, choosing your theme, adding key details like service times and location, and preparing your site for an initial launch.

Adding Users & Website-Specific Permissions

Begin by [adding your team members to Amplify](#) to ensure the right people have access from the start! Establishing users and permissions early protects sensitive information, keeps responsibilities clear, and ensures each person has access to the tools they need to do their role effectively.

Things to Keep in Mind:

- **Unique contact information is required.** Each user must have a unique email address and phone number for the Multi-Factor Authentication (MFA), this helps to protect your organizations account.
- **Access should match responsibilities.** Consider which permissions each user truly needs. You can update access at any time. Specific role-based permissions will be assigned in each Amplify module once the user has been added.

After assigning the appropriate module access, you'll send an invitation for each user to join your organization's Amplify account and complete their setup for login.

Within the Websites module, you can then [adjust each web administrator's permissions](#) to ensure your team has only what they need.

Connecting Your Domain

As your website provider, we provide the tools to build and manage your site; you'll just need a custom domain (i.e. yourchurch.com), either by connecting one you currently own or purchasing one before launch. Find a list of the top domain registrars [here](#).

Create Your Website

Now it's time to [create your website and choose your theme](#)! The theme will set the tone for your site. The style, layout, and colors all communicate what people can experience in person.



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Pro-Tip: Your website is a visitor's digital first impression of your ministry, so pick a theme that reflects who you are and what they will experience when visiting or engaging with your organization.

Navigation Menu

Your [Navigation Menu](#) is your visitor's roadmap for your site, so use clear and simple labels like *About*, *Giving*, *Staff*, and *Ministries*. Organize your subpages under main categories, keep links consistent, and make sure outside links will open in a new window for smoother navigation.

Design Your Homepage

Your homepage is often a visitor's first impression of your ministry, so it should clearly show who you are, what you value, and how to get involved. Ensure it helps visitors quickly feel welcomed, understand your mission, and take a clear next step. Check out this video on [designing your homepage](#).

- Make sure to include [key details](#) like location, service times, parking, and what to expect so visitors can plan their visit with confidence and feel welcomed before they arrive.

Make Giving Easily Accessible

Next, add your giving form to your website and make it easy to find. We recommend making this a [menu item](#) that links to your giving form, adding a homepage button, and/or building the form directly into your site using the [Forms Element](#) feature.

Soft Launch Your Site

Once the basics are in place, soft [launch](#) your site. This allows you to go ahead and get important information out to your community while you continue to build out the rest of your site.

Pro-Tip: Add a simple "Coming Soon" or "Under Construction" banner on unfinished pages, along with a phone number or contact method for any additional questions.



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Week 2 | The Build-Out Week

Goal: Build out your website by adding key pages, sharing your mission and ministries, and organizing content so visitors can easily learn who you are as a ministry.

Pro-Tip: Utilize the **Add, Edit, & Publish Pages** walkthrough guide located in the **Resource Hub** in the bottom left corner for instructions on editing and adding pages to your website.

Create a Leadership/Staff Page

This page introduces pastoral and ministry leadership to build trust with your visitors. To build this out, you will need information for your team such as full names, ministry titles, headshots, bios, and any other pertinent information. You can then select from a variety of [Staff Widgets](#) to display your team's information.

Build a Ministries Page

This page should highlight active ministries, share essential details, and make it easy for members and visitors to get connected. Use a clear navigation menu item name like *Our Ministries*, then organize the page with subpages for each ministry area, such as Worship, Youth & Children, and Missions. This structure helps people quickly discover where they belong and how they can get involved.

For each ministry, create a standard template with the following information:

- Ministry Name
- Short Description (2-3 sentence max)
- Meeting Day/Time
- Leader Name
- Contact Information (Leader/Ministry Email Address)
- **Optional:** Placeholder Image (Use image coming soon if a photo isn't ready)



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Plan Your Events Page

This page should make it easy for members to discover and participate in ministry life. Before you create the page, outline what the events page will accomplish for your ministry:

- Highlight upcoming events
- Provide clear details (time, location, registration links)
- Allow ministries to update information quickly and consistently

Manage Your Events

Manage your events via the [Events](#) module in the left-hand navigation menu of your administrator portal.

- You can easily add, delete, and edit recurring events in the **Calendar** tab.
- The **Categories** tab is helpful to both administrators and visitors for filtering. This allows everyone to quickly find events relevant to their needs.
- Keep the [Coordinators](#) tab up to date to ensure seamless communication and efficient event management.

[Adding an Events Element to a Page](#)

In the Elements menu of the website builder, you'll find several ways to display events on your site. You can choose between an Event Calendar or an Event List, and highlight specific events as needed.

Pro-Tip: Check out the **Event Module Overview** walkthrough guide in the **Resource Hub**, located in the bottom-left corner of your web administrator portal, for step-by-step instructions on how to utilize the feature.



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Week 3 | The Connection Week

Goal: Create clear pathways for connection by adding sermon content, streaming, and next-step opportunities that invite visitors to engage and take action.

Sermons Module Overview

This is where you'll [manage and organize your sermon content](#) by category and speaker, making it easy for visitors to browse and filter. You can also add [interactive notes](#) with fill-in-the-blanks or open space for personal reflection. Having sermon content available on your site is a great way to support your church when they can't attend in person and to help new visitors get to know your ministry.

Pro-Tip: If you have existing media content to upload to your website, check out this [step-by-step guide](#) in our Help Center!

Adding a Sermons Element to a Page

A dedicated Sermons page provides a great place to keep your messages organized and accessible to visitors and those who are already part of your ministry. People can catch up if they missed the message or use it to share it with a friend. You can highlight them in a few different ways by selecting one of the [Sermon Element](#) options available in the website builder.

Incorporating Live Streaming

If you're already using **Amplify Streaming**, you can [add your embed code](#) to your website so sermon content will stay available to your visitors along with the rest of your sermon archive.

Don't have **Amplify Streaming**? It is a great next step for expanding your ministry's reach beyond Sunday morning, helping you stay connected with homebound members, travelers, and first-time visitors without adding extra platforms to manage. To learn more, go to your **Amplify Dashboard**, select the **House Icon**, then **Explore**, and choose **Streaming**.



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Logos, Colors, Fonts, & Images

Your website should feel like an extension of your ministry. By setting your logo, [choosing colors, selecting fonts](#), and adding meaningful images, you can create a website that feels like home. Once those are set, they apply across the entire site which helps everything stay consistent with minimal effort.

Add a Next Steps/Get Connected Items to Your Menu

Under the main navigation menu, [create subpages](#) such as *Plan Your Visit*, *What to Expect*, and *New Member Classes*.

Pages like these help answer questions that anyone new to your ministry might ask.

- On the **Plan Your Visit Page**, place the service times, location, a map, and link to kids' ministry information. You could also include a digital connection card to get visitors connected with a volunteer or staff member the first time they visit.
- For the **What to Expect Page**, you could answer questions such as what your worship style is like, if there's a dress code, what the parking situation is, etc. Anything you can think of that'll set clear expectations will go a long way in helping visitors feel at ease.
- The **New Members Classes Page** should clearly state what date/time the classes are, if they need to bring anything, if snacks/food are provided, and a clear way to sign up.

Pro-Tip: Help keep both visitors and members connected by promoting [Small Groups](#) on your site. This feature allows you to display and manage outreach groups, weekly bible studies, and/or life groups so people can easily find ways to build deeper and meaningful connections within your ministry.



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Week 4 | The Polish Week

Goal: Finalize your website by reviewing details and polishing key elements to prepare your site for ongoing use.

Footer Information

The footer is displayed no matter where someone is on your website. We suggest including your address, phone number, primary contact email, social media buttons. That way, regardless of which page a visitor is on, they don't have to navigate back and forth to other pages or subpages to find this information.

If you'd like, you could include links to the parts of your navigation menu that contain subpages for easy access as well.

Pro-Tip: Set a reminder to audit your website on a consistent basis to keep information accurate so visitors to your site can trust the information they find.



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Your website is no longer just a place for information—it's a central hub for connection, engagement, and next steps.

From first-time visitors learning what to expect, to ongoing members looking for ways to get involved, your website plays a key role in guiding people into deeper connection with your church community.

In this next phase of website creation, the focus shifts from building your site to using it intentionally.

Incorporate Clear Next Steps

Goal: Create a clear, visitor friendly website that shows newcomers exactly how to get connected and take their next step with confidence.

Your website is often the first impression someone has of your ministry. A clear, welcoming experience can help visitors feel comfortable, informed and ready to take next steps in connection with your ministry.

Create a Next Steps Page

A dedicated "Next Steps" [page](#) acts as a central hub for where newcomers can easily find the information they need without feeling overwhelmed.

Consider Including:

- Plan Your Visit information such as; location, parking, service times and children's ministries.
- New member or next steps classes
- Small groups or serving opportunities
- Ways to connect with staff or ministry leaders
- Frequently asked questions
- Contact information or a simple connect [form](#)



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Add Clear Call-to-Action Buttons

Your homepage should guide visitors toward important actions. Add clear call-to-action (CTA) buttons that are easy to find and understand.

Examples Include:

- **Plan Your Visit**
- **Next Steps**
- **Give Online**
- **Watch Live**
- **Contact Us**

These buttons help visitors quickly navigate to the most important areas of your site and improve the overall user experience.

Create Clear Pathways for Connection

Goal: Create a clear, simple way for visitors and members alike to request prayer and connect with your team in one central place.

Create a Central Connection Page

Instead of separating prayer requests and contact forms, create a single, dedicated page designed to make connection simple and accessible. Bringing these together in one place gives visitors a clear, easy path to reach out, share needs, and engage with your team.

Prayer Request Section

Include a dedicated section for prayer requests and build a form using the template from the [form builder](#). Customize fields as needed.

- Set up email notifications so submissions reach the right people or team
 - Ex: send all requests to prayer@yourministry.com for team-wide visibility and to specific team members
- Establish a simple follow-up process to review and respond to requests



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Contact Section

Include a section for general inquiries and connection needs on the same page.

- Add your email address, phone number, office hours, and physical address (if applicable)
- Include a contact form for questions or next steps
- Add a section for urgent or emergency needs
- Clearly state who the message will reach (pastor on call, care team, etc.)
- Explain expected response times or next steps

Pro-Tip: Assign one person or a small team to own prayer and contact request follow-up each week. This helps ensure every request is acknowledged, prayed for, and responded to in a timely and personal way.

Make It Easy to Find

Visitors should never have to search for ways to connect with your ministry. Make it easy for them to reach out by placing key links and contact details in clear, consistent locations across your website. This helps ensure no one misses an opportunity to engage.

- Add **“Contact Us”** and **“Submit a Prayer Request”** buttons on your homepage that both link to this page
- Keep key contact details in your website footer

Organize and Share Meaningful Content

Goal: Create engaging, structured content that keeps your website fresh and easy to navigate.

Using the Articles Element

Use the [Articles Element](#) as a powerful way to present structured, content-rich information on your ministry's website. It helps organize longer-form content into clear, readable sections. Making it ideal for sharing messages and important updates with your congregation.



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What It's For and Why It Matters

The Articles Element helps you share meaningful, ongoing content that keeps your website fresh and engaging. Use it to highlight things like:

- **Sermon recaps and reflections**
- **Staff or ministry updates**
- **Devotionals and teaching resources**
- **Ministry stories, highlights, and event recaps**

With clear formatting (headings, paragraphs, and media), the Article element improves readability and creates a central hub for teaching and storytelling—making it easy for visitors to stay connected and engaged with your ministry.

How to Use It Effectively

Keep your content clear, engaging, and easy to navigate by following a few simple best practices. These tips will help your message stand out and guide visitors toward their next step.

- Use clear headings to break up content into sections
- Keep paragraphs short and easy to scan
- Include images or media (sermon videos, photos, Graphics) to enhance engagement
- Link to related content (events, giving page, ministries)
- End with a call-to-action (ex. "Join us this Sunday", Get involved, Watch the full message)

Pro-Tip: Create a dedicated **"News"**, **"Blog"** or **"From the Pastor"** page using Articles elements to keep all long-form content organized in one place.



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Promote Your Website

Goal: Increase visibility and engagement by actively sharing your website and making it easy for new visitors to find and connect with your ministry.

Now that your website is built and filled with meaningful content, the next step is making sure people can find it. Promoting your website extends your ministry beyond Sundays and creates more opportunities for connection throughout the week. Let's start with Search Engine Optimization or SEO!

Make Your Website Easy to Find (SEO + Google Setup)

[Setting up your website for search engines](#) helps new visitors discover your ministry online. A few simple updates can make a big impact over time.

Start by following the [SEO checklist](#) in the Analytics Tab of your Left-Hand Navigation Menu to optimize your site and create or connect a Google account so your ministry appears in search results. Make sure your organization name, location, and contact information are consistent across your site, and add clear page titles and descriptions so visitors know what to expect.

These small steps help your website show up when people search for churches in your area.

Share Your Website Regularly

Your website should be consistently shared so both your congregation and new visitors know where to go for information and next steps.

- Post your website link on social media (Facebook, Instagram, etc.)
- Include it in emails, newsletters, and staff signatures
- Encourage ministry leaders to share updates that link back to your site

Regular sharing keeps your community engaged and drives traffic back to your central hub.



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Use Sunday Announcements to Drive Traffic

In-person moments are one of the most effective ways to point people to your website.

Mention your website during Sunday announcements and highlight specific pages like Next Steps, events, or sermons. You can also include the link on slides or printed materials and encourage attendees to visit the site during the week to stay connected.

Reinforcing your website from the stage helps build a habit of engagement beyond Sunday services.

Pro-Tip: Choose 1–2 consistent ways each week to promote your website—such as a social post and a Sunday mention. Small, consistent efforts will help your website become a trusted resource for both your congregation and new visitors.

