THE CHURCH WEBSITE HOMEPAGE FORMULA

WITH EXAMPLES

First impressions
on a website are made in

0.05 SECONDS

according to Google.

To quote Google directly,



“Users strongly prefer website designs that look both simple and familiar.”



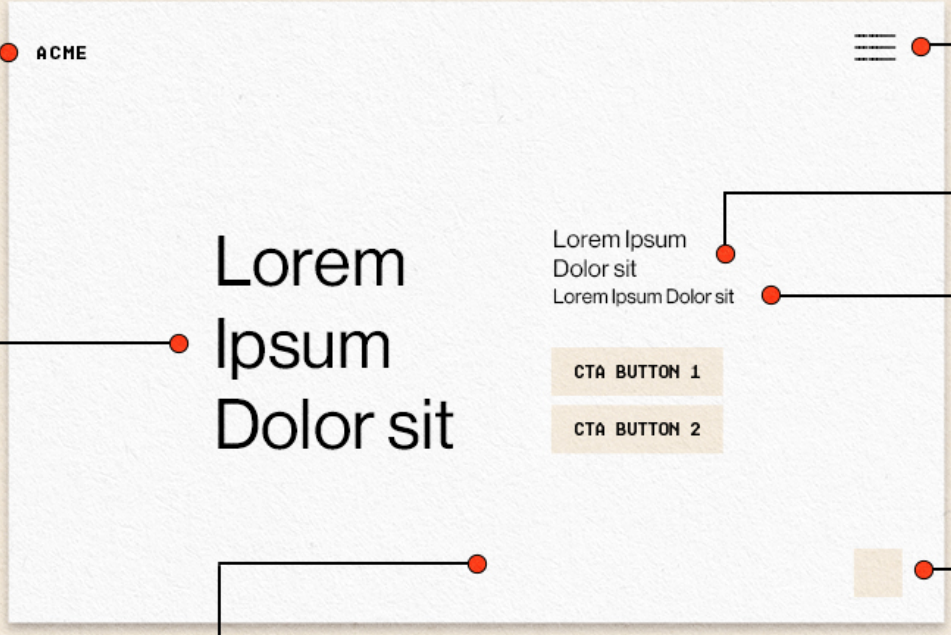
**Knowing this,
here are four formulas
for your church's
homepage hero section
- with examples.**



FORMULA 1

(SEE REAL CHURCH EXAMPLE ON NEXT SLIDE)

Menu
For this formula, a collapsible menu is preferred.



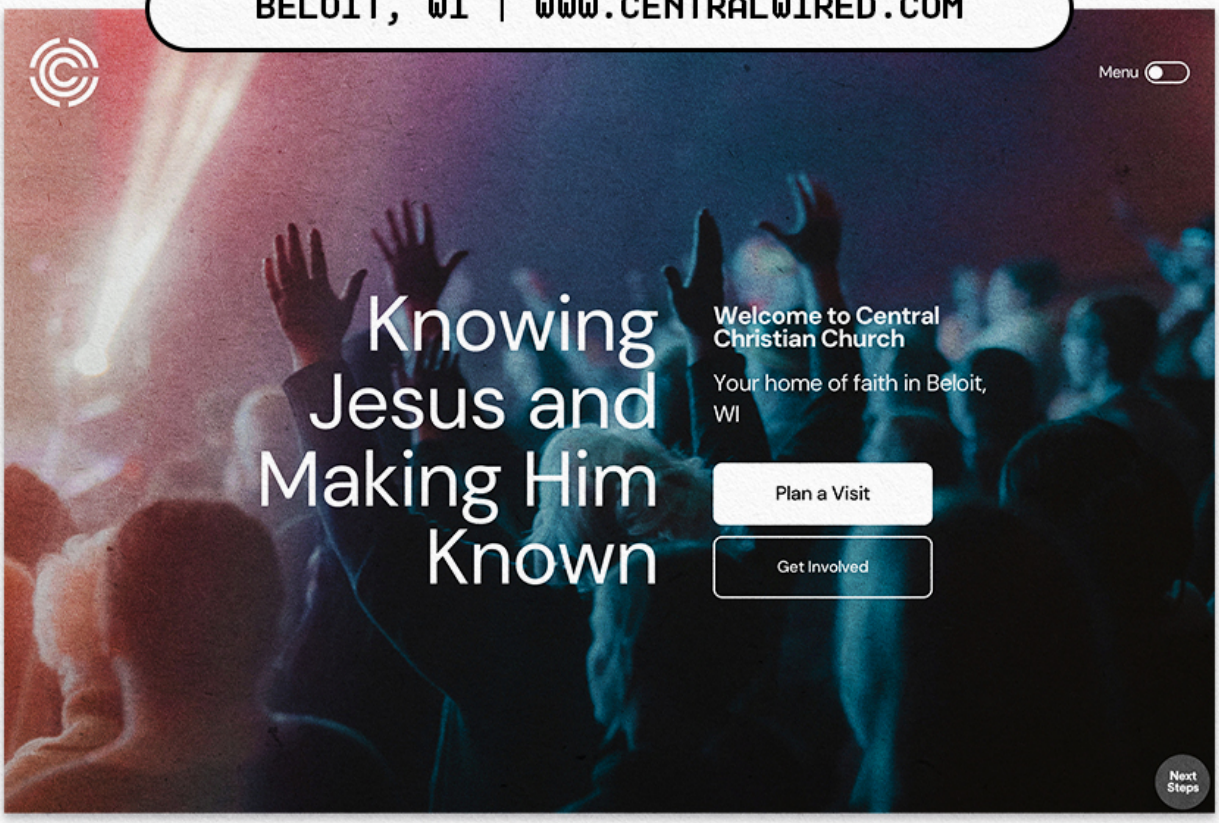
Full-Width Hero Image
Watch out for your text overlapping with the eyeline of anyone in the image.

The Launcher
Every important next step in your church accessible from just 1-click.

EXAMPLE 1

Central Christian Church

BELOIT, WI | WWW.CENTRALWIRED.COM

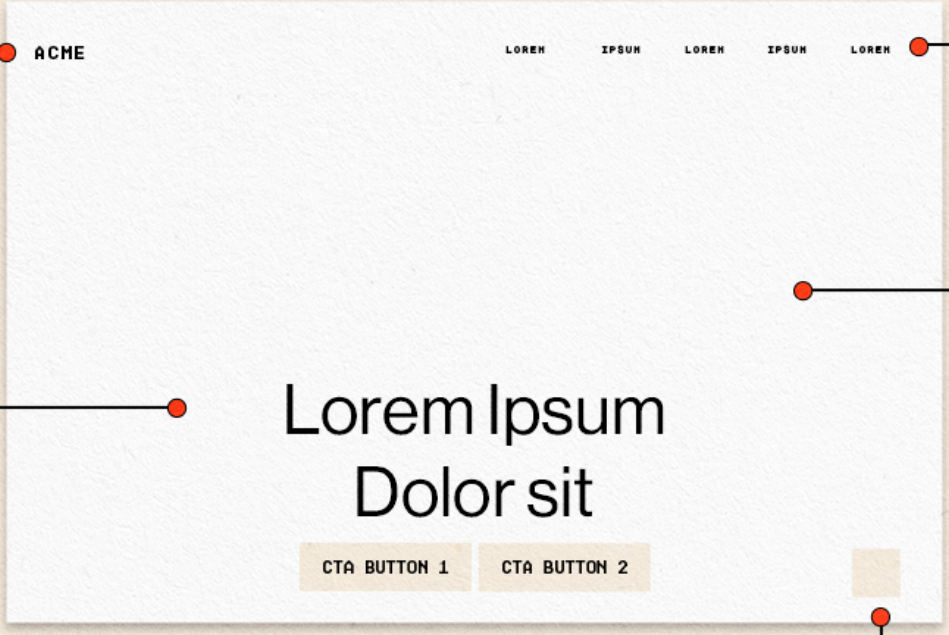


FORMULA 2

(SEE REAL CHURCH EXAMPLE ON NEXT SLIDE)

Menu
For this formula, a traditional on-page menu is preferred.

Logo



Headline

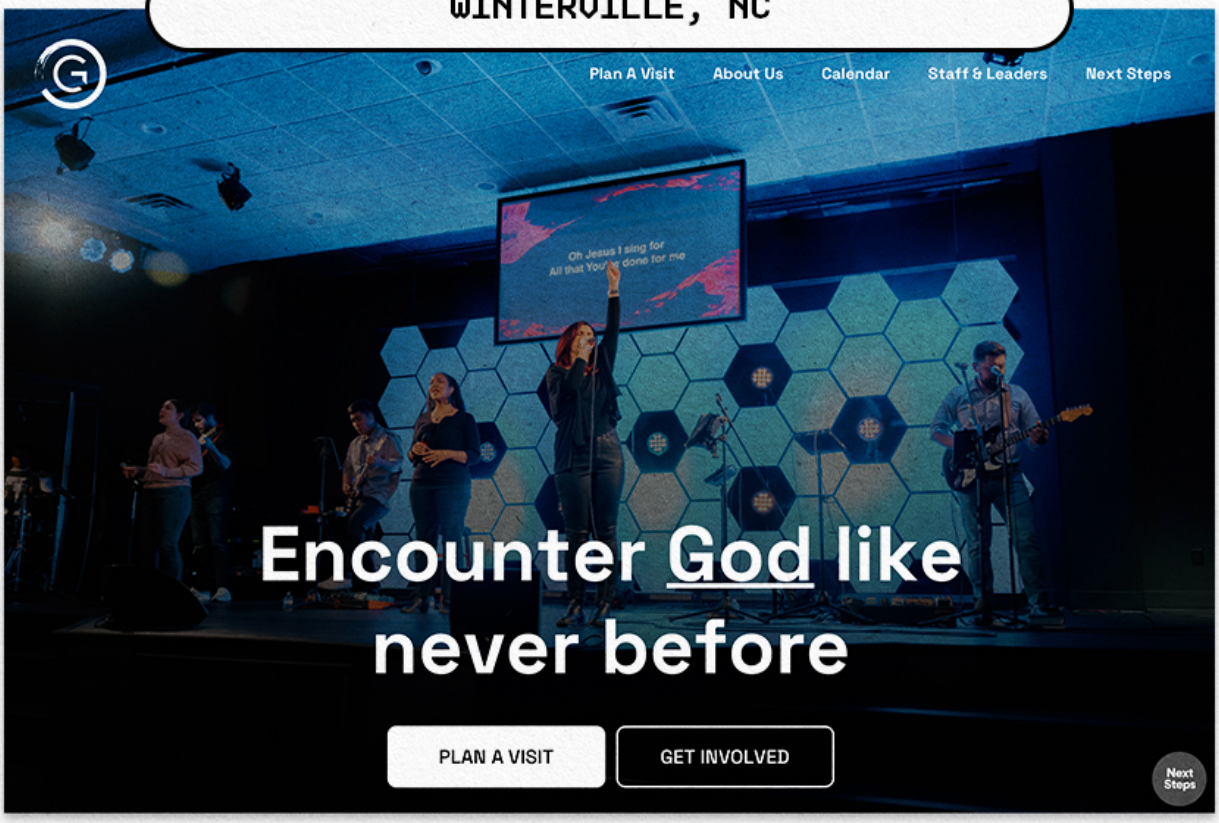
The Launcher
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Full-Width Hero Image
With your headline justified to the bottom of the hero section, you're free to use photos that place the people's eyelines in the center of the screen

EXAMPLE 2

Gateway Church

WINTERVILLE, NC



FORMULA 3

(SEE REAL CHURCH EXAMPLE ON NEXT SLIDE)

Menu
For this formula, a traditional on-page is preferred.

Logo



Headline

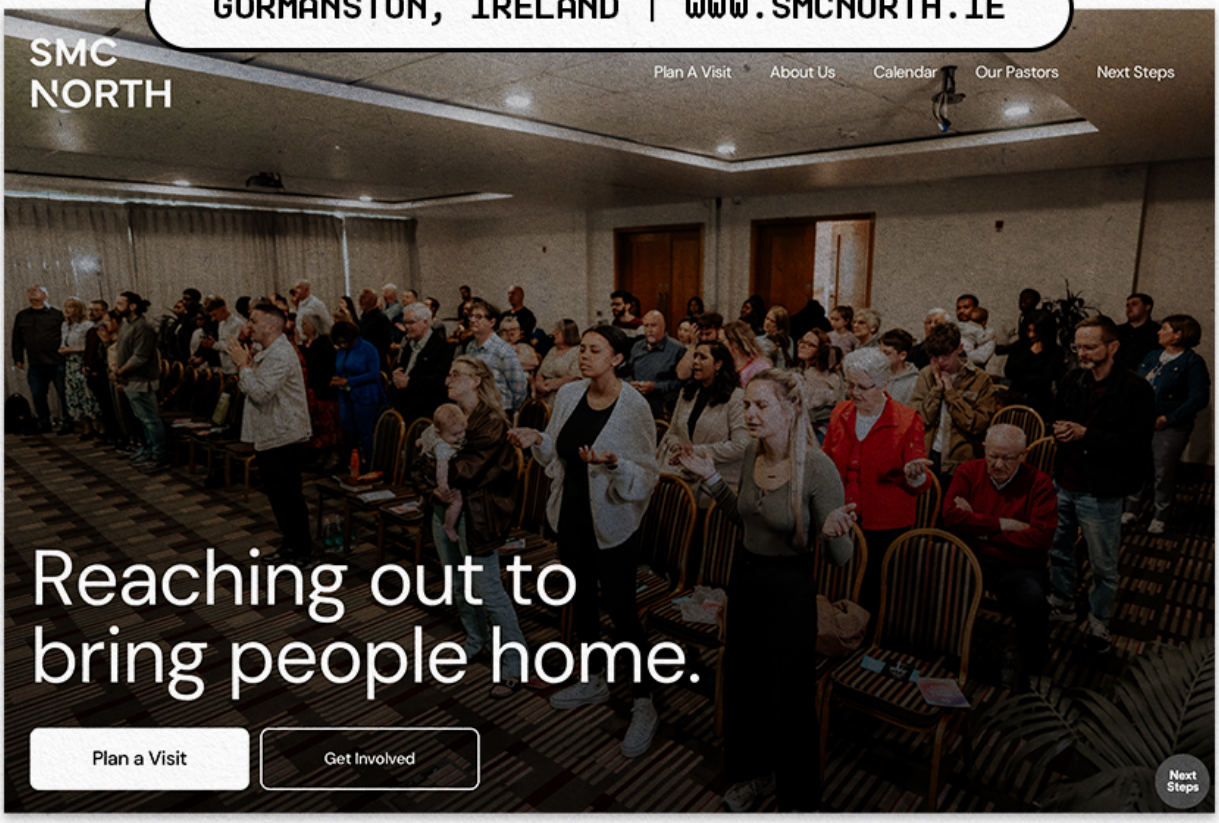
Full-Width Hero Image
With your headline justified to the bottom left of the hero section, you're free to use photos that place the people's eyelines in the center of the screen.

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EXAMPLE 3

SMC North

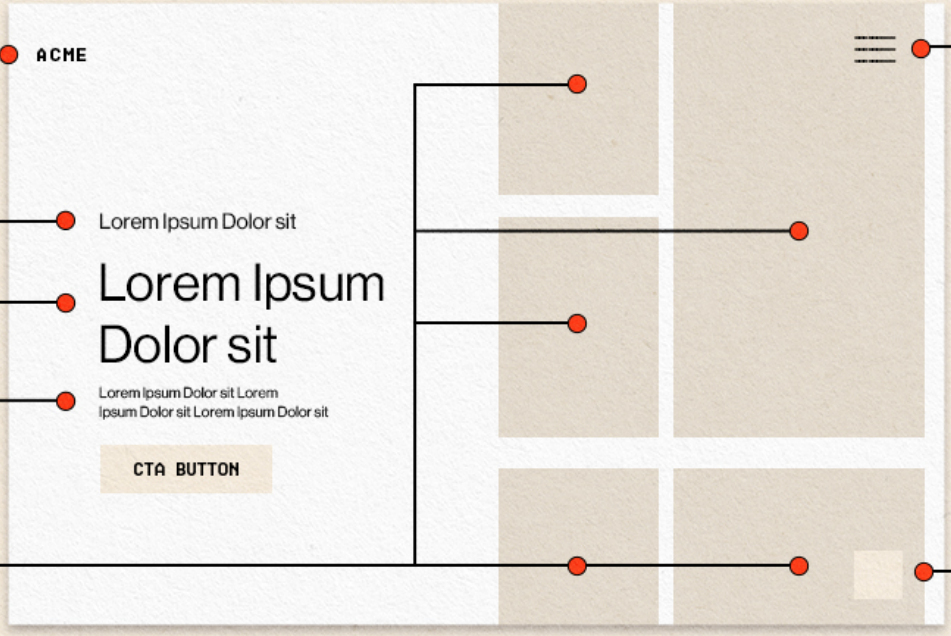
GORMANSTON, IRELAND | WWW.SMCNORTH.IE



FORMULA 4

(SEE REAL CHURCH EXAMPLE ON NEXT SLIDE)

Menu
For this formula, a collapsible menu is preferred.



Collage Hero Image
Combine five different photos together to create a collage - especially useful if your church doesn't have a ton of professional photos or that one *amazing* image that you feel perfectly represents your church.

The Launcher
Every important next step in your church accessible from just 1-click.

EXAMPLE 4

First Baptist New Orleans

NEW ORLEANS, LA | WWW.FBNO.ORG

