WEBSITE AND FINDABILITY

- [ ] Is your website content completely up to date, including staff information, service times, recent sermons?

- [ ] Does your website adapt and respond to any device (tablet, phone or computer?)

- [ ] Does your website have an easy to use calendar?

- [ ] Has the website been backed up in the last month?

- [ ] Does your website have video and audio content?

BRANDING AND VISIBILITY

- [ ] Do you think your logo is appealing to new comers?

- [ ] Do you have your logo files saved and available in variety of different formats (including high and web resolution, black and white, colour, files for print and files for online uses)?

- [ ] Is your logo consistent across all communication material?

- [ ] Do you have a style guide (ie a manual specifying the elements of your brand such as fonts, typography, and colour palette)?

- [ ] Do the office and key ministry team have an email signatures?

COMMUNICATION

- [ ] Do you have a value proposition statement (a phrase that communicates why people should be involved with your church)?

- [ ] Could you quickly and easily supply a short bio (and pictures) of yourself or your key leadership team if requested?

- [ ] Do you have an active online blog that is frequently visited?

- [ ] Does the church have a social media presence?

- [ ] Either way, does the church have a social media policy with guidelines on what is and isn't appropriate?

Helium Digital Marketing offer packages which support COCWA churches in the digital space — they've already revamped several COCWA church websites! To partner with Helium, call them today or contact COCWA head office.