

LIBERTY UNIVERSITY  
JOHN W. RAWLINGS SCHOOL OF DIVINITY

**Culmination Phase for Creating a Website  
Micro-Project Assignment**

Submitted to Dr. Dennis McDonald,  
in partial fulfillment of the requirements for the completion of

Micro-Project IV: Recommended Engagement

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by

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## **Introduction**

This paper presents the Culmination phase of the fourth micro-project, which purposed to design, build, and publish a website to communicate the concepts developed in the portfolio project. The portfolio project addresses a defined ministry problem and supports the arguments the researcher (hereafter referred to as the "developer") has developed to assist believers as they consider their purpose as a disciple of Jesus. In this paper, the developer presents the justification for the project, comments and responses by peers regarding the project, an analysis of the project after implementation, and recommendations for future use of such a micro-project.

## **Justification**

The developer of the website focused the website content on addressing the discipleship cognate. This focus was chosen to answer the developer's curiosity about why there does not seem to be a consistent and effective method in today's churches to develop disciple-making disciples. The developer's experiences serving in senior leadership roles in churches provided the opportunity to see firsthand the decline in many congregants' attendance from gathering whenever the church doors were open to coming only once per month. Attendance is not the sole defining characteristic of a disciple, but declining attendance does indicate declining interest in gathering with other believers. The developer wanted to gain a broad perspective of the issue but also conduct an in-depth study of discipleship to identify where our local church should focus to reverse this trend.

In this term, the developer created a website to help others understand and utilize what was learned in prior projects. The viewer can then use this information to implement similar solutions to problems they are experiencing in their own ministries. A website is a fantastic way to convey information to others in a manner that is not time- or location-restricted. A website

also allows a great deal of knowledge and data to be shared very easily. The format of the individual web pages within the website allows information to be supported with graphics, photos, and videos to successfully convey the messages and information analysis that the creator wishes to share.

The ministry problem addressed is that the developer seeks to understand why the mega-church he serves does not exhibit the explosive growth that the early church experienced and recommend a solution to that problem. Since it is reasonable to expect that a church filled with disciple-making disciples would exhibit explosive growth, this project aligns well with the discipleship cognate of the developer.

Prior projects included researching the church's current condition, analyzing articles that explain the cultural conditions that the church is experiencing, and developing a series of teaching videos that communicate to viewers what the developer believes must change in order to adopt the practices of the early church that fueled their explosive growth. A YouTube channel was created to host these teaching videos. The current term's project involved developing a website that supports those who wish for a more in-depth look into the developer's arguments and ways to implement them into their own ministry contexts.

In the website's content, the developer explains that the modern church has moved away from an understanding of and emphasis on devotion to God. Deut 6:4-5<sup>1</sup> calls God's people to pursue God with all their heart, mind, soul, and strength. This single-mindedness includes a passion for knowing God by reading His Word. Jesus explained that everything we do in relating to others should align with Matt 22:36-40, where He told us to love others as God does. He makes this thought more poignant by saying we should love others as we love ourselves. Finally,

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<sup>1</sup> Unless otherwise noted, all biblical passages referenced are in the English Standard Version (Wheaton, IL: Crossway, 2008).

believers will be reminded of the Great Commission in Matt 28:28-30, where Jesus directs His followers to make disciples. That includes reaching them by sharing the gospel with them, then teaching them to obey all of Jesus' commands.

The developer has a life-long love of problem-solving and has spent countless hours contemplating how to address the various issues that capture his attention. His strong operational skills have been at work within the church he serves, which provides a stable foundation from which to operate. The developer wishes to see the local church be an outpost that continually expands in impact. His desire is for God's people to experience the abundant life He has for them as they serve others in His name. It is not acceptable to the developer that the local church is large but not growing. The developer believes that healthy things grow, so he has sought to scrutinize the local church, looking for areas that can be strengthened, equipped, and mobilized to give the people of the church a vast array of opportunities to influence those around them and serve our community.

The micro-project was designed to progress through four phases. Those phases included an organization phase, elaboration phase, implementation phase, and a culmination phase.

In the Organization phase, the developer researched credible sources on building a website and considered what features should be included in the website. The developer identified three poorly executed websites and described their deficiencies, followed by three excellent websites and explained their strengths.

In the Elaboration phase, the developer justified the format and layout of the website. The developer also considered potential design elements and which software editing program would be used to create the website. In addition, the developer identified the content to be included in the website.

In the Implementation phase, the developer took the knowledge gained in prior phases and put that knowledge into practice. The developer built a website with the preferred features, published it, and has it operating live on the internet with a reputable hosting company.

In the Culmination phase, the developer reflected upon the experience of building and launching the website. The developer also evaluated whether he achieved the goal of providing useful information to website users in the form of ideas they can implement to help their people adopt new attitudes and a passion toward ministry that will allow them to experience the growth seen by the early church.

### **Peer Review**

At two points during the micro-project development, doctoral candidates provided feedback to one another regarding their projects. At the first measurement point, the developer presented the justification and vision for the intended project.

Richard Moore expressed his assessment that the project addressed "the investigative questions who, what, where, how, and when."<sup>2</sup> He continued by sharing from his own life experience, "In law enforcement, we always added one more interrogative to this list, which is what else, by what else in this context, we ask what I have missed or what else a witness or subject may have omitted discussing."<sup>3</sup> Moore suggested that the developer explore creating a marketing process that serves the local church and, ultimately, the world at large. Moore shared, "I think your problem is not just domestic but global."<sup>4</sup>

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<sup>2</sup> Richard Moore, Discussion Board Response, (Liberty University, 2021), Accessed from [https://canvas.liberty.edu/courses/80381/discussion\\_topics/614757](https://canvas.liberty.edu/courses/80381/discussion_topics/614757), May 19, 2021.

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

Moore encouraged a plan that would seek to move beyond the use of technology and would serve those without access to the internet. He suggested using surveys and brochures to expose non-technical audiences to the ministry problem. In addition, Moore suggested finding an outside party to assist with surveying congregants in a manner that exposed them to the problem and helped them understand their condition related to the problem.

Moore's observations highlight that it is unlikely that the ministry problem can be addressed simply by providing a website filled with helpful information to the local congregation. A significant "ground game" will have to be enacted to connect relationally with believers and assist them as they seek to absorb the concepts shared in the website content. This call to action is appropriate and should not be overlooked.

At the second feedback point, Moore shared the things he learned from his experience in completing his own website micro-project. He validated that it was important to start working on the website early in the term and quickly secure a webhosting partner and commended the developer for having already completed those action items. He explained that his research had called attention to the value of creating the website to meet the needs of the viewers rather than merely broadcasting a message. Another item of importance that he noted was for a developer to have a plan to promote the website.<sup>5</sup> Moore offered that he thought a page should be incorporated that explains "why the modern American church is declining in numbers and clarify the attitudes that have led to this condition."<sup>6</sup>

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<sup>5</sup> Richard Moore, Discussion Board Response, (Liberty University, 2021), Accessed from [https://canvas.liberty.edu/courses/80381/discussion\\_topics/614758](https://canvas.liberty.edu/courses/80381/discussion_topics/614758), June 8, 2021.

<sup>6</sup> Ibid.

Another doctoral candidate, Michael Peoples, expressed that the use of visual storytelling with the images selected on the website was an excellent tactic to utilize. Peoples said, "When it comes to the visual design and storytelling regarding the website, I feel you are taking the right approach because most consumers are captured first by what they see rather than what they know."<sup>7</sup> Peoples felt that a new page that explained why the modern church is in a state of decline was needed.

In view of this feedback, the micro-project website development plan was amended to include a page highlighting the "problem" in the modern American church according to the developer's opinion.

### **Implementation**

In the implementation phase of the micro-project, the developer put all the groundwork that was laid into action. The website was built, populated with content, published, and finally optimized to be found by the major search engines.

#### **Purpose**

In this implementation phase, the developer created a website located at <https://earlychurchvibe.net/>. This webpage is hosted through Squarespace and is managed through their services as well.

The website was constructed to transmit the message that a modern believer can adopt the early church's attitude and experience a greater connection with God and the people He brings into their lives. The website has both written content and links to video content on the "Early Church Vibe" YouTube channel that was developed in a previous micro-project. The targeted

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<sup>7</sup> Michael Peoples, Discussion Board Response, (Liberty University, 2021), Accessed from [https://canvas.liberty.edu/courses/80381/discussion\\_topics/614758](https://canvas.liberty.edu/courses/80381/discussion_topics/614758), June 12, 2021.



audience is those who are seeking ideas on how to become more effective in impacting the lives of their friends and family with the gospel. This website will serve as a platform to bring content to those who want to become disciple-makers, fulfilling the charge given by Jesus in the Great Commission.

### Squarespace

This project utilized software provided by Squarespace. This company provides a closed and curated approach to web page design and provides hosting for the newly created website. This software as a service (SaaS) allows the developer to spend most of his development time on content rather than investing time learning how to code. It also simplifies the process of setting up hosting services for the website. The developer used several of the integrated themes that Squarespace provides to developers, which gave a clean and sophisticated look to the web pages.

Pricing for Squarespace is higher than a barebones implementation of WordPress, another commonly used website creation platform.

Once the webpage was created, it was published, and because Squarespace also hosts the website, it was immediately available on the internet. The developer can easily log in to the Squarespace website and unpublish the website or make changes as needed. This functionality is very helpful in maintaining the website and keeping the content from becoming stale.

### Layout and Design

The developer chose several different premade templates provided by Squarespace for the layout of the webpage. These layouts provide a clean, uncluttered look and allow for the use of photographs, which add a non-verbal element that enhances communication of the website's message. In addition, the templates have well-designed transport links that will be intuitive for

most web browser users. There was a reasonable learning curve involved with learning how to layer background graphics, choose text font sizes, and insert videos into the individual pages.

The original design concept was to provide a landing page, a key concepts page that addressed three key concepts, a vision page, a problem definition page, and an "about" page. Future implementation plans originally included the concept of adding a FAQ page as well as a page that provides recommended resources.

As the project progressed, the developer decided to add the resources page now rather than in the future. This page includes two primary resource areas, one for recommended reading material and the second for helpful self-assessment tools. The first area is represented by an image of a "Kindle" reading device; clicking on this image takes the viewer to a page with images of book covers with embedded links. Clicking any book image will direct the viewer to the Amazon webpage that offers the respective book for sale. These Amazon pages give brief summaries of each book and other pertinent information such as page count, publisher, publication date, author information, and readers' ratings, as well as the opportunity to purchase the book. The second resource content area is represented by an "under construction" image labeled with the words "How To's." Clicking this image takes the reader to a page offering a personal growth self-assessment.

The developer also chose to address two questions that a viewer might ask as they consider what is presented on the landing page: What is the ECV, and what is the problem being addressed?

The developer desires to include a large number of resources on this website in the future and plans to deliver that content through a FAQ page that will be added to the main transport bar of the website. As well, the resources page will eventually include another page with links to the

web pages of respected theologians such as Dallas Willard along with articles they have posted on the internet, but this feature was not included in this initial phase of development.

Certain website elements are currently disabled but will be kept in place for future use. One of these is a blog page that can be added to provide ongoing engagement on the webpage.

### Images

This website aims to encourage devotion to God, unity among believers, and excitement about following the expressed will of God as provided in the Great Commission. The developer chose images of people embracing each other, talking at tables with each other, and cresting ridgelines as a group to convey the idea that the "ECV" prioritizes people and relationships. There was a conscious choice to show diversity of races in the images to convey that God's love and attention are for all mankind. The developer chose a variety of settings and color palettes rather than sticking to one consistent presentation. Vibrant colors were used on some pages, while others were darker and monochromatic. That choice was partly to support the ability of the viewer to read the white text that overlaid images on a few of the pages. A feature of Squarespace includes a library of available images with the licensing of their product. This access to licensed images significantly simplified the developer's use of those images. The images are professionally created and properly formatted for use on a website.

### Content

The initial build of the website includes a landing page that briefly communicates the purpose of the webpage. Several pages can be accessed from this landing page that provide more detailed discussions of critical topics, while other pages provide links to recommended books that are relevant to the topics discussed. Throughout the website, embedded videos link the viewers to the YouTube channel that hosts videos created in a prior micro-project. In the future,

there will be an additional page that will provide links to external websites addressing the same issues, as well as a blog page where posts will highlight current thoughts about the issues and solicit feedback from blog followers.

The primary pages were populated with written content that explains how to apply the key concepts advanced by the website; namely, devotion to God, biblical unity as the family of God, and clarity about the mission that Jesus gave in Matt 28:19-20, known as the "Great Commission." As content was added to the website, it became apparent to the developer that an additional page should be included that defines the problem that most disciples are facing. The developer researched recent articles that describe the decline in church attendance and church membership. These declines began long before the global pandemic of 2020, which only accelerated the decline in numbers. In addition, content was added that describes the pervasive lack of unity among believers and how there appears to be a lack of purpose within the American church. Information was also provided that shows an ongoing decline in the number of annual baptisms that the Southern Baptist Convention has reported over the past ten years.

### Search Engine Optimization

The next task was to optimize the website so it will "show up" in internet search results. After all the content was uploaded and edited, the developer began the process of identifying keywords that would need to be woven into the website titles, header fields, page descriptions, and page content. The developer used tools provided to webmasters by both Bing and Google search engines. These tools identify keywords that other websites dealing with similar content use to reach web-searchers querying topics such as devotion to God, the Great Commission, discipleship, and disciple-making.

Those tools pointed out errors in the initial draft of the website that would raise error messages, negatively impacting the search efficiency of the major search engines. Those errors, if left unresolved, would result in fewer web searches finding the website. The webmaster tools provided good training documents that enabled the developer to find the source of the errors and resolve them by either making changes to page setup or modifying content. The developer utilized the concepts presented by Peter Kent<sup>8</sup> to drive internet traffic to the website. More traffic will provide a greater opportunity to engage with others in conversations about how to develop their effectiveness as disciples and provide tools to teach others how to be a disciple.

Interestingly, the Squarespace tools provided space for a four hundred character description on each page, but the Bing development tools suggested that a description over one hundred twenty-six was considered excessive, and those fields would be flagged for revision. The developer was able to identify other websites that address topics related to the focus of this website. The developer reached out via email to those site owners to ask permission to provide links on this website to their websites and build traffic between the various sites. The developer was encouraged to be able to join into the conversation with other developers who are interested in this topic in order to bring solutions to those who are seeking to become more effective at disciple-making.

### **Analysis of the Micro-Project**

This microproject focused on creating a website to communicate the ministry problem and proposed solutions to a larger audience. A website can be an effective tool to aid in communication and engagement with viewers. However, there are many technical aspects to establishing a website that should be considered. First, a webhosting vendor must be identified

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<sup>8</sup> Peter Kent, *SEO for Dummies*, Seventh edition, (Hoboken, New Jersey: For Dummies, 2020).

that will load the website onto their servers. Essentially, they provide access to the website by the viewers and allow the website developer to rent storage space for the files needed for the website to call up as needed.

These hosting firms can provide website development tools at no cost to a new website developer. These tools simplify the process of web page creation and allow the developer to load content into "containers" that the web page can pull up. The content can be video files, graphic art files, .pdf files, and written content. The web tools also provide the opportunity to add movement to the page as the user clicks on certain links. This movement can appear to make the page swipe away, slowly fade out, or have a spinning motion as it narrows to a point. These kinds of animations can create visual interest and a bit of a surprise to keep the user engaged. There are many options like these available, and the developer must rely upon their creativity to present the content well.

Another key consideration is for the developer to consider their audience. Different groups of people react differently to the design of web pages, and a developer should choose designs that will be most effective for their audience. A developer needs to be aware of the continuing changes in website development and have a plan for the lifespan of their website. Websites can become ineffective if they are not maintained or updated in a timely manner. Technology continues to evolve, and people are changing how they access websites.<sup>9</sup> A few years ago, people began to choose to access websites using their smartphones. This trend has gained momentum to the point that major search engines have changed their priorities to seek mobile-friendly websites before recommending desktop-only websites. A wise developer will

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<sup>9</sup> Lee Wilson, *30-Minute Website Marketing: A Step by Step Guide*, (Bingley, U.K: Emerald Publishing Limited, 2019), 7.

keep this in mind when they develop their website so that they are highlighted by the search engine companies.

Another tool to utilize that aids the developer in finding an audience for the webpage is to consider appropriate keywords to achieve search engine optimization. This practice allows a developer to insert keywords into their website infrastructure that will cause the major search engines to recommend their website during viewer searches.<sup>10</sup>

A website developer has a story to tell and must create an appealing design to engage with the viewer and draw them into the content. Part of the challenge is using webpage development tools well, but another is being aware of what design choices must be made to enable voice searches as well as desktop searches to drive traffic to the website. Design considerations must be limited to allow the website to be presented on mobile devices since that is a rapidly growing segment of viewer searches. In addition, the developer must establish a schedule for periodic review of the website so that the content remains relevant and functional.

### Analysis of Existing Websites

The project guidelines required the developer to identify three websites that rated highly in the developer's opinion and three websites that rated poorly. This rating was based on the perceived effectiveness of the website, the quality of the presentation in design and functionality, and a determination of the maintenance requirements of the website.

The first website identified was called Real Truth. Real Quick., <http://realtruthrealquick.com/>. It was created by Watermark Community Church, a mega-church located on the upper north side of Dallas, TX. This innovative church places a strong emphasis on sharing and explaining God's Word to others, and this website works in conjunction with the

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<sup>10</sup> Peter Kent, *SEO for Dummies*, Seventh edition, (Hoboken, New Jersey: For Dummies, 2020), Chapter 6.

YouTube channel they have created and the iTunes podcasts they have developed. The format of the website provides a landing page, a features page that provides links to chosen video content, a response page where videos that were developed from viewers' questions are presented, a questions page where the developers seek questions from their viewers, an archive page which provides links in list form to all content available going back to 2013, and a question and answer page where people can post a question and get a posted response that others can either view or respond with their own answers.

The positive elements identified were that the graphics on this website are very basic and have a clean look to them. The logo for the site is used throughout their content which identifies that it belongs on their site and provides cohesion and continuity as the viewer moves from page to page.

Their intent is primarily to deliver video content, and they aid the viewer by providing a timeline that indicates the three most recently posted content items. Each video is delivered on a separate page and includes a descriptive title, date posted, show notes, questions considered, links to other resources and engagement items for feedback, and solicited response to questions.

The negative elements that were identified related to the upkeep of the website. There is wisdom in keeping things simple; however, the colors used on the website seem a bit boring. In a similar way, the fonts and graphics are somewhat plain. The content delivered in prior years was very well done, but in 2020, the volume dropped considerably, and nothing has been posted in 2021. This is probably related to the COVID pandemic, but it would be more impressive if the developers addressed that seeming lack of focus with an explanation.

The second website identified is that of Grace Baptist Church, <http://www.growingatgrace.com>, a church plant established in Brandon, Florida.



The developer considered that the positive elements of the website were that it presented a very clean look with large panels of colorful and high-quality pictures, with text placed around or upon them. The website's purpose is to introduce viewers to the church and help the viewer visit a physical church service or watch a service online. They also seek to gain contact information from the viewer so that they can follow up with that person. The staff pictures support the idea of a younger leadership, which will be appealing to some, and they are well presented. Transitions between pages are well done and interesting to view.

The negative elements identified relate to congruity. There appears to be a disconnect between what is presented on the website, which shows beach scenes and palm trees, and what the viewer would experience if they attended. The targeted audience seems to be younger viewers, and it is possible that the church staff were concerned that a viewer would not choose to visit them if they presented an image of their actual location, a seventies vintage building that appears to be a converted home. This disconnect could be jarring to a visitor and should be addressed on the website with an encouraging explanation.

The web pages have good transitions, but when a viewer clicks on the "donate" page, they are not provided with transport buttons to take them to the other web pages within the site. This orphans them on the donate page and does not provide an obvious path to continue within the website.

The third website analyzed was named First Baptist Church – Wichita Falls, <https://www.fbcwf.org>. First Baptist Church of Wichita Falls, Texas, is a multi-site mega-church located in a community of approximately one hundred and fifty thousand people. This website serves to introduce the church to new viewers, communicate the church's many ministries, and

provide information to help members be aware of events and times for activities that are ongoing at the church.

This website had several positive aspects. The website was professionally created by a consulting firm. The transport button to the home pages is the logo in the upper left corner of each screen so as to provide easy movement back to the home page and access to the over forty pages that are serviced by it. The home page has a large graphical picture showing worship teams that vary from students, young adults, and senior adults, which communicates the diversity of ages in the church. That same graphic communicates the worship times for the three Sunday services and the format that each uses. There is a menu button on the upper right corner of the page that delivers a pull-down menu of the twelve main pages of the website.

The website features video clips behind sections that provide visual movement, links to sermons, links to archived messages, and teaching from different pastors in different ministry areas.

This website appears to provide a one-stop location to see everything that the church is offering to the community.

Complexity and the volume of information shared defined the negative aspects of this website. The website can appear vast to an outsider, and it is easy to get lost in all the offerings. Visually, the landing page is good at providing information, but the banner graphics on the top of the page lack energy. It appears to be targeted at the internal audience rather than an external audience. However, the first graphic is describing worship times and presenting the diversity of ages of people. That seems to be targeting an external audience but is not supported by the information immediately following.

Organization is the area this website should focus on improving. A landing page could be created as the external focused webpage, with links for the internal audience to quickly get to what they want to reference. Another option is to provide a separate landing page that is accessed through a different URL that members could easily memorize (i.e., [members.fbwf.org](https://members.fbwf.org)).

It was noted that a few pages contained outdated information that did not align with the current information presented on the landing page. One of the challenges of providing lots of webpages is to keep the information accurate, and this website could use some upkeep.

The fourth website analyzed is called Bruce Ashworth, Attorney at Law, <https://www.bruceashworth.com>. This website is simply constructed and uses uninteresting images behind text. The website presents a professional attorney but does not present the man himself or provide any connection to him with the website, besides providing contact information and a form to fill out. The site provides a list of areas this attorney has expertise in yet does not provide any testimonials to support the wall of text on the website.

The website appears to be a boiler-plate type website, developed by a professional firm that an attorney can purchase and insert their personal information. The website does present multiple pages and provides a variety of pulldown menus with additional general information about legal services.

Unfortunately, the website has the obvious appearance of a boiler-plate presentation. Any attorney's name and contact information could be inserted, and this would become their website.

That lack of personalization is apparent to any viewer and reduces the perceived value of the website, and by association, the attorney. The lack of a video with the attorney attempting to connect to the viewer and the lack of any pictures makes the website uninteresting, and users will be likely to click away in search of something that presents better.

The fifth website analyzed was named Camp Langston RV Resort, <https://www.camplangston.org>. This website supports a recreational vehicle resort located outside of Mt. Pleasant, TX. The owner has created sixty RV sites and is marketing the location as an entertainment location. The website has six pages, and the landing page includes a video that allows the viewer to see what the property looks like through drone footage and edited video. This use of technology is excellent. The landing page provides a map that shows the layout of the resort and indicates where the lakes and trails are available around the property. There is a colorful photograph behind the panel that shows the map and is very attractive. The subsequent pages provide additional information about pricing and other uses of the resort.

The creator does not appear to have finished their work on this website. The banner at the top of the page is blank. The picture that is very appealing on the landing page shows people on four-wheel recreational vehicles driving along a lakeshore and a tractor on the right side of the page. That picture does not communicate to a viewer that this is a resort center. The drone footage and video do not have any voiceover to provide a description of what is being viewed. In addition, this website would be more impactful if there were interviews with people who had stayed there and expressed their admiration for the property, amenities, and the management of the resort. The fonts used on the informational page are difficult to read and too small for normal use.

The sixth website analyzed was named JR's Lawncare Service, <https://jrs-lawncare-service.business.site>. This website is meant to promote a lawn care business in the Gibsonton, Florida area. The website is a single page, contains a form for viewers to leave contact information, a form to request a quote, a link to call, and the owner's physical address. The webpage conveys that the business is open twenty-four hours a day, seven days a week.

Other than providing the name of the business and ways to contact the owner, this website is a detriment to this business, in the developer's opinion. The owner most likely considers the website to be a substitute for a phonebook advertisement. Unfortunately, today's consumer is likely to expect more from a business. The website does describe the service to be provided in the name of the website. It also implies that the business is owned by someone named JR. This website highlights a focus on simplicity.

There are no images on the website beyond an embedded google map that shows where the owner lives. The webpage is mostly a white background with the company name in a colored font and simple text in black. The website does not explain what the business does and whether there are any limitations to the services or area that it serves. It primarily is a location to ask for service and presents a phone number to call for assistance. The URL name is not easy to remember, and it is unlikely anyone would stumble upon this website in a general browser search.

### Challenges Presented in the Micro-Project

As mentioned previously, the creation of the URL and engaging a hosting vendor was extremely easy to complete. The real challenge to any website is developing a clear vision of what the website is to convey. The developer spent a good amount of time deciding which elements to include. Several items appeared to be useful but were not ultimately implemented due to the concern that the webpage could become too complex for users to navigate or that the work required to build the pages did not seem feasible during this particular project period. Those items were noted, and placeholders were inserted into the website but were toggled to be hidden until they are ready to be developed and deployed.

The licensing environment for photographs and graphic elements is confusing for a new developer to navigate. In this micro-project, the developer utilized what had been learned during a prior project and only selected resources that professed to be freely licensed for use. The webpages developed were not the exact product that was envisioned by the developer, but the time and financial resources available for the project set limits to what could be implemented. This provided a good learning experience for the developer and will inform future website development decisions.

The technical challenge of doing search engine optimization well proved to be another area of challenge. The Google Analytics tools and the Bing Webmaster tools indicated there were errors in the webpages that triggered error codes, but the tools were not sufficiently descriptive to aid in resolving all the errors. The developer will have to continue researching these error codes and find potential fixes from knowledgeable sources. These errors can cause decreased traffic on the website, so it is important to find and correct them. Identifying and utilizing appropriate keywords was also a significant challenge. The text in the webpages covers a spectrum of content, so there were numerous keywords that could have been selected to draw attention to the website. The developer chose a few keywords to begin with and intends to monitor the activity and see which of those keywords are directing traffic to the website. Armed with that information, the developer will swap out keywords to increase the utilization of the effective ones in each of the pages of the website. That increased usage should raise the score in the search engines' algorithms, which will result in increased traffic.

## Efficacy of the Website Micro-Project

### **Audience**

The website micro-project is intended to be a resource to the developer's local church as well as provide information to those who are asking similar questions as they minister in their own communities. The targeted demographic profile is a person who is a believer in Jesus as Lord and Savior who is seeking to learn how to become a disciple-making disciple or someone who is seeking "more" as they seek to develop into a disciple as described in Scripture. This person is not a member of any specific denomination but would most likely identify themselves as an evangelical believer. The profile is defined this way because the information conveyed does not provide an in-depth description of who Jesus is or give a useful meta-narrative of Scripture to the viewer. Instead, the developer has assumed that the viewer will have a basic understanding of the gospel as they consider the content provided.

### **Tone of the Website**

The developer sought to present the Early Church Vide in a positive manner and wished for the overall tone to be upbeat. The recognized need to define that problem created a unique challenge. The information in the challenge does not read or feel positive. The developer attempted to provide commentary on other pages that encouraged a viewer to be encouraged that whatever perceived challenges they might identify can be overcome as a believer lives in close fellowship with God.

The developer has an intense love for the church, the body of Christ, and is very sensitive to doing anything that would communicate a negative opinion of the church. The problem webpage proved to be problematic in that a reader might interpret the issues described as criticism that the church is seriously broken. While the developer has no wish to defame the

church, he does recognize that there are some behaviors that God's people should address and improve upon. It is the hope of the developer that increased awareness will instigate needed changes that enable believers to live the rich life that God intends for them to live, as opposed to the self-focused life the culture is championing.

### **Structure of the Website**

The website, as presented, has six transport links on the home page. In addition to those, there are three links that convey key concepts, and the resources page has two links that direct viewers to recommended books and a self-assessment. There is certainly the opportunity to add many more pages and links, but the developer is concerned that a viewer could quickly become overwhelmed with the amount of information presented. Therefore, the developer surveyed a few close friends, and they agreed that limiting the amount presented until there was a need for more content requested by viewers was a wise choice.

The videos that were created in a prior micro-project proved useful in their ability to communicate information as well as conveying the heart of the developer. These videos provide interesting content, energy, and social interaction and help connect the YouTube channel and website audiences. The developer plans to continue to generate videos that address the Early Church Vibe, which will keep both the YouTube channel and the website energized with new content.

### **Recommendations for Future Use of a Website Micro-project**

In the future, the developer intends to continue enhancing the content provided on the website and creating more connections with others who are reflecting upon the same issues that this project sought to address. A blog page will be added, presenting monthly installments written by the developer that address different aspects of growing closer to God and share



experiences related to discipling activities with others. The goal will be to assist others in finding one person to invest in to develop them into disciple-making disciples.

For doctoral students who wish to pursue this type of micro-project, the developer would recommend choosing to work on this project as the last of a series of micro-projects. The research and content created in the other micro-projects naturally flow into the website micro-project and provide much-needed clarity about what information should be shared. Another recommendation is to create a chart and list out the main topics that are projected to be needed. Once the list is created, the developer of that new website should assign a score to each topic to rank their importance. This will serve to prioritize what information will be needed and help to demote items that might be good to include at some point but will not fit into the scope of what can be created within the time constraints imposed by the academic term. That chart will serve to help create non-published pages as placeholders within the website for future development.

Another concept that proved to be very important was that research should be done to find websites with excellent information that the new developer can point their viewers toward as they learn about the core concepts that the developer is trying to highlight. Having an awareness of those websites will allow the new developer to create a more useful resource page with links to these external webpages. Awareness of those websites will also help the developer avoid duplicating messaging that another site has already developed. The new developer can springboard off that developed content and add nuances that have not been addressed.

A final recommendation is that it is important to enlist the right people to help in areas that a new developer might not have strengths. For instance, there are many color palette choices that must be made to make a website present well and have a cohesive appearance. Having access to those who can provide excellent advice will save the developer a great deal of time

experimenting with different presentations that are ultimately discarded. The same is true for font selection, graphic image selection, and photograph selection and acquisition. Each of these areas requires expertise, which can be developed, but likely will take valuable time.

### **Conclusion**

This website micro-project has been a wonderful challenge for the developer and has made the developer aware of another way to communicate God's message of love and hope to people who are invited into the developer's sphere of influence. The ability to utilize the information discovered through research, personal reading, and personal reflection into a vehicle that easily conveys those ideas to others is simply amazing. Of course, this technology does not meet everyone's needs, so other communication methodologies will still need to be utilized, but it would be irresponsible to ignore the potential of publishing useful websites.

This project used the research gathered in prior micro-projects and the video content created in a prior micro-project to populate a website that will hopefully aid the developer in sharing their excitement and faith experiences with others.

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