

LIBERTY UNIVERSITY  
JOHN W. RAWLINGS SCHOOL OF DIVINITY

**Elaboration Phase for Creation of 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  
DMIN 854 – B01

by  
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## **Purpose**

The website will be constructed to support the transmission of 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 will have written content, video content, and links to the "Early Church Vibe" YouTube channel. The targeted audience will be believers seeking answers on how to see their lives, and their churches become more effective in seeing the gospel impact the lives of their friends and family. This website is meant to become a trusted resource for those seeking concepts that will add them in their spiritual formation, discipleship to others, and leadership ideas to help move their brothers and sisters in Christ toward effective ministry within their ministry challenges.

## **Squarespace**

This project will utilize 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 a new developer to spend most of their development time on content rather than investing time into learning how to code and edit with a programming language and spending time locating and negotiating hosting services for the website. Squarespace provides developers with seventy different themes that provide a clean and sophisticated look for the web pages. The developer can customize these pages to a certain extent, but the nature of the service is that it limits complete freedom of design to provide predictable performance.

Pricing for Squarespace is higher than a barebones implementation of WordPress, another commonly used website creation platform. WordPress does have a more intensive learning curve but provides a great deal of unique customization. The potential downside to using this

particular software is that the customization opportunities can lead to programming errors that make the website unpredictable. These programming errors would have to be identified and corrected to ensure a good viewer experience. Given the nature of this project, timeliness is of high value, and reducing the potential for performance problems also weighs away from a decision to use WordPress.

Once the webpage is created, it can be published and be immediately available on the internet since Squarespace also hosts the website. The developer can easily log in to the Squarespace website and unpublish the website as needed or make changes at their leisure and republish the website after changes, which over-writes the previously published page. This functionality is vital as any website will quickly become stale if there are not constant small changes to freshen the look and add new content.

### **Website Creation Tools**

One of the key tools that will be used that Squarespace provides is the page editor. This tool allows a developer to drag and drop elements into a web page's locations and create columns that provide layout structure. Squarespace provides "blocks" of space where developers can insert content and place them upon a grid-like webpage. Numerous tools allow for the block to be reshaped and for the content to be formatted in varied ways. This process has been developed so that all the changes are visual to the developer. Changes made are immediately implemented and allow the developer to modify the look as they create the web page. Essentially, this editor provides a what you see is what you get functionality, denoted as "WYSIWYG" and commonly called "wizzywig." The website creation tools provide many customization opportunities where the developer can change background and font colors for the individual blocks and provides tools that are familiar to those who use word-processing software.

## **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. Given that purpose, images will be selected that will aid a viewer in connecting to the emotions and thoughts of devotion, unity, and purposeful living. Another feature of Squarespace is that there is a library of available images for use that is included with the licensing of their product. These images are professionally created and properly formatted to be used on a website. These images will be reviewed, and many will be selected for current and future use. This will allow for refreshment of the website as time progresses. The web service named Unsplash will be utilized to discover free-to-use images that support the envisioned design.

## **Layout and Design**

The developer will use one of the templates presented by Squarespace for the layout of the webpage. This layout provides for a clean, uncluttered look and is provides for the use of photographs to support the non-verbal storytelling that supports the website's intent. The template has well-designed transport links and will be intuitive for most web browser users.

The developer desires to include a large number of resources on this website but plans to deliver that content on a FAQ page and a page called resources. The concept will include links to respected theologian webpages, such as Dallas Willard, and articles they have posted on the internet.

Certain website elements will be turned off but kept for future use. These include a donation page and buttons to quickly move a person from the home page to a donation page. It is not the developer's intent to solicit donations, but the design and functionality could be helpful

for an unforeseen project. There is also a blog page that will be used in a future update to the webpage.

## **Content**

The initial build of the website will include a landing page that will briefly communicate the purpose of the webpage. There will be several pages that will be accessed from this landing page that will provide more detailed discussions of critical topics and links to others considering the same issues. There will also be pages that provide links to recommended books that are relevant to the topics discussed. Other links will direct viewers to a blog page where posts will highlight current thoughts about the issues and solicit feedback from blog followers. The website will have multiple ways for viewers to connect with the YouTube channel that hosts videos created in a prior micro-project.

The primary pages will provide additional information that describes 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, called the "Great Commission." In addition, a page will be devoted to defining the word discipleship and asserting the idea that disciples make disciples, and thus, claiming the title "disciple" requires a person to be focused on helping others become disciple-makers.

Other pages will be created that provide links to recommended books and websites for viewers to add to their knowledge and hear other voices on related topics. The developer intends to explain why these resources are being recommended to the viewer and provide links to websites that provide these resources.

## **Search Engine Optimization**

A strong effort will be made to identify keywords that matter to influence the major search engines, namely Google and Bing, to optimize the website to be presented to searchers looking for information about devotion to God, the Great Commission discipleship, and disciple-making. The developer will utilize the concepts presented by Peter Kent<sup>1</sup> to drive internet traffic to the website, which will provide a greater opportunity to engage others in the conversation of how to develop their effectiveness as a disciple and provide tools to teach others how to be a disciple.

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<sup>1</sup> Peter Kent, *SEO for Dummies*, Seventh edition, (Hoboken, New Jersey: For Dummies, 2020).

## **Bibliography**

Kent, Peter. *SEO for Dummies Seventh edition*. Hoboken, New Jersey: For Dummies, 2020