LIBERTY UNIVERSITY

JOHN W. RAWLINGS SCHOOL OF DIVINITY

**Implementation 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

**Curtis Boozer**

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## 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 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 has written content and video content provided from links to the "Early Church Vibe" YouTube channel that was developed in a previous micro-project. The targeted audience will be those who are  seeking answers on how to become more effective in seeing the gospel impact the lives of their friends and family. This website will serve as a platform to bring content to those that seek 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 into learning how to code.  It also enabled simplified the process to setup hosting services for the website. The developer used several of the 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 was immediately available on the internet since Squarespace also hosted the website. The developer is able to easily log in to the Squarespace website and unpublish the website as needed or make changes as needed. This functionality is very helpful to be able to maintain the website and keep the content from becoming stale.

**Layout and Design**

The developer chose several different forms of premade templates that were provided by Squarespace for the layout of the webpage. These layouts provided 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 templates have well-designed transport links and 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 and an "about" page. Future implementation included the concept of adding a FAQ page as well as a page that had recommended resources.

As the project progressed, the developed decided to add the resources page, which included images of book covers that had links included that will allow the viewer to click and be transported to the Amazon webpage that offers those books for sale. Those pages give good summaries of the books and pertinent information. Page count, publisher, publication date and readers ratings are all offered on those book summary pages. The developer included images and transport links that would show the viewer a "Kindle" device to illustrate that a person could find reading content by clicking the image, and a "under construction" image, labeled with the words "how to", that took a person to a page that offered a personal growth self-assessment.

The developer also chose to address two questions that a viewer might ask as they considered what was 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 but plans to deliver that content on a FAQ page that will be added to the main transport bar of the website. The resources page will include another page with links to respected theologian webpages, such as Dallas Willard, and articles they have posted on the internet, but was not included in this phase of development.

Certain website elements will be turned off but kept for future use. There is a blog page that will 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, talk 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 consisten presentation. Vibrant colors were used on some pages, while others were darker and monochromatice. That choice was partly to support the ability of the viewer to read the white text that overlayed images on a few of the pages. A feature of Squarespace is that there is a library of available images for use that is included with the licensing of their product. This access to licensed images significantly simplified the developers

use of those images.  The images are professionally created and properly formatted to be used on a website.

## Content

The initial build of the website included a landing page that briefly communicates the purpose of the webpage.  There are several pages that can be accessed from this landing page that provide more detailed discussions of critical topics.  In the future, there will be another page that will provide links to others considering the same issues, as well as a blog page where posts will highlight current thoughts about the issues and solicit feedback from blog followers. There are also pages that provide links to recommended books that are relevant to the topics discussed. Throughout the website, there are embedded videos that link the viewers to the YouTube channel that hosts videos created in a prior micro-project.

The primary pages were provided with written content that provides additional information on 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." As the content was added to the website, it became apparent to the developer that a page should be included which defined the problem that most disciples are facing.  The developer researched recent articles that described the decline in church attendance and church membership.  These declines began far before the global pandemic, which only accelerated the decline in numbers.  In addition, content was added that described the lack of unity among believers and how there appears to be a lack of purpose within the American church.  Information was provided that showed an ongoing decline in the number of annual baptisms that the Southern Baptist Convention has been reporting over the last ten years.

**Search Engine Optimization**

After all of the content was added 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 the page content.  The developer used tools provided to webmasters by Bink and Google which identify keywords that other websites that deal with similar content utilize to reach the web-searchers looking for information about devotion to God, the Great Commission, discipleship, and disciple-making.

Those tools pointed out errors in the webpages that caused the initial draft of the website to raise error messages that would impact 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 making change to the setup of pages or modifying content.The developer ;utilized the concepts presented by Peter Kent[1] 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.

Interestingly, the Squarespace tools provided space for descriptions on each page for four hundred characters, but the Bing tools described how any number of characters over one hundrend and twenty six was considered excessive and those fields were flagged for revision.  The developer was able to identify other websites where the developers were addressing topics that were 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

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[1] Peter Kent, *SEO for Dummies*, Seventh edition, (Hoboken, New Jersey: For Dummies, 2020).

with other developers in order to bring solutions to those that are seeking to become more

effective at disciple-making.

# Bibliography

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