LIBERTY UNIVERSITY
JOHN W. RAWLINGS SCHOOL OF DIVINITY

Organization Phase for Creating a Website
Micro-Project Assignment

Submitted to Dr. Dennis McDonald,

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Micro-Project III: Recommended Engagement

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by

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Considerations for the Creation of a Website

      This microproject focuses upon 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. There are many technical aspects to establishing a website that should be considered. First, a webhosting vendor should be identified that will load the website onto their servers. Essentially, they provide the access to the website by the viewers and allow the developer of the website to rent storage space for the files that are needed for the website to call up as needed. These hosting firms can provide website development tools for 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 typed in content. The webtools also provide the opportunity 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 the user. 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 webpages and a developer should chose the 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.[1] A few

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[1] Lee Wilson, *30-Minute Website Marketing: A Step by Step Guide*, (Bingley, U.K: Emerald Publishing Limited, 2019), 7.

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

have this in mind when they develop their website so that they are highlighted by the search

engine companies.

Another key to finding the audience for the webpage is to consider keywords to achieve

search engine optimization. This practice allows a develop to insert keywords into their website

infrastructure that will aid the major search engines in recommending their website during

viewer searches.[2]

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 have to be made to

enable voice searches as well as desktop searches to drive traffic to the website. Design

considerations have to 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 has to establish

a time schedule for review of the website so that the content remains relevant and functional.

Real Truth. Real Quick. http://realtruthrealquick.com/ "Stellar Website"

This website has been created by the mega-church named Watermark Community

Church, which is located on the upper North side of Dallas, TX. This innovative church has a

strong emphasis on sharing and explaining God's Word to others and this website supports the

YouTube channel they have created and the iTunes podcasts which they have developed. The

format of the website provides a landing page, a "features" page, which provides links to chosen

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[2] Peter Kent, *SEO for Dummies*, Seventh edition, (Hoboken, New Jersey: For Dummies, 2020), Chapter 6.

video content, a response page where videos that were developed from viewer's questions are presented, a questions page where the developers seek questions from their viewers, an archive page which provides links in a list of all the 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 view and respond with their own answers.

Pros

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 with 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.

Cons

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.

Grace Baptist Church http://www.growingatgrace.com "Stellar Website"

This website is used to present a church plant established in Brandon, FL.

Pros

The website presents a very clean look, with large panels that show colorful and high quality pictures, with text place around or upon them. The purpose of the website is to introduce viewers to the church, 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 is well done and were interesting to view.

Cons

There is 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 likely that the staff at the church were concerned that the viewer would not choose to visit them if they presented 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 webpages 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 webpages. This orphans them on that page and does not provide an obvious path to continue in the website.

First Baptist Church – Wichita Falls https://www.fbcwf.org "Stellar Website"

First Baptist Church of Wichita Falls 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 communicate the church's many ministries and provide information to help members be aware of events and times for activities that are on-going at the church.

Pros

The website was professionally made by a consulting firm. The transport button to the home pages is the logo in the upper left corner of the screen, so that is provides easy movement back to the home page and access to the over forty pages that are serviced by the home page. 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 twelve main pages of the website.

The website features video clips behind sections that provide visual movement, links to sermons, links to archived messages, 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.

Cons

The website can appear vast to an outsider and it is easy to get lost in all of 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 upon. A landing page may be created that is the external focused webpage, which links for the internal audience to quickly get to what

they want to reference. Another option is to provide another landing page that is accessed

through another URL that members could memorize (i.e. members.fbwf.org).

It was noted that a few pages had old information that did not align with 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.

Bruce **Ashworth Attorney at Law -** https://www.bruceashworth.com "Poor Website"

This website is simply constructed and uses uninteresting images behind text. The

website presents a professional 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 yet does not provide any testimonials to

support the wall of text on the website.

Pros

The website does present multiple pages and provides a variety of pulldown menus with

additional information.

Cons

The website appears to have been professionally constructed but appears to be

boilerplate. Any attorneys name and contact information could be inserted and this would

become their website.

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 present better.

 JR's Lawncare Service https://jrs-lawncare-service.business.site "Poor WebSite'

This website is meant to promote a lawncare 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 physical address of the owner. The webpage conveys that the business is open twenty-four hours a day, seven days a week.

Pros

The website does describe the service to be provided in the name of the website. It also infers that the business is owned by someone named JR. This website highlights a focus on simplicity.

Cons

There are not images on the website beyond an embedded google map that shows where the owner lives. 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.

Camp Langston RV Resort https://www.camplangston.org "Poor Website"

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 a entertainment location.

Pros

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. 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 phone behind the panel that shows the map and

is very attractive. The subsequent pages provide additional information about pricing and other uses from the resort.

Cons

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 lake shore 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 does 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.

Bibliography

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