

Quaker Meeting/Church Website Checklist: What should you include on your website?

A website can be referred to as the “front door” to your meeting - often, long before anyone visits in person, they will seek information about your meeting at your website. When thinking about designing a website, here’s some helpful questions for your meeting.

- Why do we have a website?
- Who do we expect to visit our website?
- What do we want people to know about our Quaker meeting from this website?
- What do I look for when I look up a Quaker meeting online?

Find a domain name that is clear, and makes direct reference to your meeting. Does not use the word “monthly meeting” or other jargon confusing to non-Quakers.

Also develop a site that is mobile- friendly, and listed with various search engines.

Home page should include:

A picture of people that is representative of your meeting. Not a stock photo, not an empty room/chairs, or just a building (even a historic one!). The picture should allow visitors to imagine themselves as part of your group.

Basic, clear and current information: location, time of worship, GPS address (google map), phone number, email address (this is also helpful on the bottom of every page). Make sure the email address and phone number get answered.

A simple welcome - “You are welcome here” has more impact than “All are welcome here”.

No Quaker confusing terms - unprogrammed, monthly meeting, unexplained acronyms. If you need to use a word that might not be familiar to a non-Quaker, define it (in parenthesis) when you use it.

Explanation of what to expect at “Meeting for Worship”. What will a new visitor experience? A number of Quaker sites can help you with this. Quakerspeak has some excellent videos that can be linked to as well.

Links to your meeting’s social media accounts (Facebook, Twitter, Instagram).

Quakerkathleen.org

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Additional pages may include:

These will vary depending on your Meeting's concerns, priorities, and interests. Below are some suggestions.

Newcomers - specific information for newcomers. What is appropriate dress, who do you contact for more information? How does one become a member? Where can someone get a copy of Faith and Practice? How does someone make a monetary donation to the meeting? A list of "Quaker terms and definitions" could be linked here, for visitors who would like more information.

What We Believe - links to meeting minutes of concern, public statements, letters to the editor. Visitors looking for a congregation may want to know before they visit your beliefs about social justice, same gender relationships, support of other worldly concerns.

Welcoming Families - how does your meeting welcome children? Is there a separate First Day school program? How are teachers selected? What is your child safety policy? What does a typical meeting experience for children and families look like?

Calendar - what are the opportunities for worship, connection, and service to the meeting? How are those gatherings shared? Keep this item/page current. An old post advertising last year's Christmas potluck does not welcome new people to your meeting.

Organization - "Get involved" - does your meeting have specific committee or working groups? What are they for? How does one serve on a committee, or volunteer to help in the meeting in some way?

Links - a page connecting visitors and meeting members to Quaker organizations, more information, publications. This page could also link to specific ministries of the meeting, and shared concerns, or Quaker history /"more information" links.

Blog/Current News - updated, timely news items. This will both show visitors that the meeting is active and involved, and also promote your site in internet searches.

Documents/PDFs - Can be linked to any of the above pages - a printable copy of your newsletter, or business meeting minutes, or a meeting directory.

For Members - this can be specific information for members, and password protected. Make sure it is only one page, or has links to more - most of the site is for visitors to learn more.