

# Preserving Faith in the Online Space

November 4, 2020

# Hello!



**Jonathan Deatherage**

*Manager of Web Strategy for Ministry Brands*  
[jonathan.deatherage@ministrybrands.com](mailto:jonathan.deatherage@ministrybrands.com)

# Overview of Session

Best Practices / e360 Demo / Coaching / Q&A



# Top 5: Best Practices for a Strong Web Presence







# 5. Welcome the visitor.

*Remove as many barriers as you can, so that your site is very accessible.*



# 4. Make a good first impression.

*What are you communicating about your diocese and your parishes by the look and feel of these websites?*



# 3. Prioritize the Right Content.

*Can the people who come to your parish's website find what they need within 2 -3 clicks?*



## 2. Expand your Media Horizons.

*This is the time for creative solutions! What else can you be doing to shepherd your flock online?*



# 1. Be Ruthlessly Concise.

*Trim your content, then trim it some more.  
Make your website easy for users to scan  
and find the info they need.*

# +1. Make Every Page Actionable!




*There should be no dead -end pages on your site. Anticipate your users' movements, and lead them on a journey.*



# Ekklesia360 Product Demo





*Haleluia!*  
**HE IS RISEN!**

Mass & Daily Reflection Recordings



## Saint Dominic Catholic Parish and School

Using the Truth theme with e360

[https:// stdominic.net](https://stdominic.net)



# Get Personalized Help

Coaching Sessions with e360



# Hello!



**Hollie Mendenhall**

*Client Success Manager for Ministry Brands*

[hollie.mendenhall@ministrybrands.com](mailto:hollie.mendenhall@ministrybrands.com)

# Website Coaching Team





# Goal of Coaching

To provide you with the necessary skills to build and maintain your website with ease. We help you take what you have learned in strategy and implement it into your website, ensuring that your new website is not only clear in communication, but is visually appealing to those visiting your site.

# Benefits of Coaching

- **A Designated Website Coach** who will work with you one-on-one
- **Online Screen -share Sessions** that provide step by step instructions on how to build your website

# Benefits of Coaching

- **Schedule Meetings** based on your availability. You're in control!
- **Direct Access to Your Coach** via phone or email...no need to wait in line for support!

# Benefits of Coaching

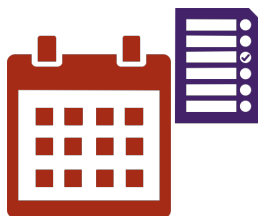
■ **Project Timeline** that helps keep you on track to meet your projected launch date goal



**HOMEPAGE**



**SUBPAGES &  
CONTENT**



**SERMONS,  
STAFF,  
& EVENTS**



**ENGAGEMENT**

**ParishSOFT**  
by Ministry Brands<sup>®</sup>



**PRE-LAUNCH**

**FAITH DIRECT**<sup>®</sup>  
by Ministry Brands<sup>®</sup>

# Question & Answer



# Thanks!



**Any questions for me, Jonathan Deatherage?**

You can find me at:

[Jonathan.deatherage@ministrybrands.com](mailto:Jonathan.deatherage@ministrybrands.com)