Review your Parish website

Since March 2020 you can confidently assume that visitors to your website are looking to view your parish Mass broadcast and your Mass times.

Your parish website has now become the front door to your parish. Look at the front door through the eyes of someone on the outside. Is it welcoming to them, or does it communicate that it is only for insiders?

Now is the time to review the home page of your website and ask yourself:
- **does our home page say welcome to our parish?**
Does it say Welcome to the parish of [Parish Name] in the town of [Town Name] in county [County Name], Diocese of [Name]

- **can our website visitor find what they are looking for in one click?**
- **does our website reach out and follow Pope Francis' call to be on mission?**
- **is the image greeting our visitor a photograph of our parish church building; or**
- **photograph of welcoming people?**

One thing that Covid has shown is that visitors to your website are no longer just your parishioners in your parish area. Visitors can be former parishioners now living in another parish, town or country. They could now be adults who went to school in the parish, but live in another part of the world. They could be looking for the parish of Derry, New Hampshire, USA and stumble on the parish of Derry, Northern Ireland. Similarly they could be looking for the parish of Derry, Northern Ireland and instead find the parish of Derry, New Hampshire, USA.

With this in mind it is important to welcome all and it should immediately be obvious where your parish is located.

Another important consideration is: **can our website visitor find what they are looking for in one click?**

Ask yourself the following:
Is our webcam screen visible on our parish home page - **Why does the visitor have to click to another page to see it?**
Are our Mass time visible on our parish home page - **Why does the visitor have to click to another page to see them?**

Review your Google analytics
Google analytics is a free tool that allows you to see what search terms visitors use to find your website, what pages visitors land on, what way they flow through the site and much more. Your web site developer/designer can install it our your website and give you access.

Check to see what people are looking for by noticing what pages they're visiting. Most likely they are searching for Mass information and resources.