WEB PROJECT

The
Overview

Domain → Hosting → Services → Platform → Theme/Builder → Plug-ins → End Product

Bottom Line. At the end of the day, I personally plan and pay for around $200/yr for a nice, dependable,responsive, user friendly website. You can get a little cheaper than this, but in my research I wouldn't recommend (cuts are being made somewhere). Of course for the $200/yr price point it is entirely DIY.

In terms of outsourcing the work, on the low end, a web developer would charge around $30/hr or a flat up front cost ($500-$1000). That is not terribly unreasonable for a website typically takes me 15 hours starting from scratch (you have to build it 3x: desktop, tablet, and mobile versions). Then there is usually a monthly fee which comes to **$300-$600/yr.**

Three Worthwhile Options.
I will walk through three different options, starting from least robust/higher time commitment (less annual cost though) to turn-key/little to no time commitment. The difference is price, and, as you will see, comes down to features (SEO, analytics, backups) and time commitment on your part (you learn how to do SEO, analytics, etc).

On the following pages I will layout the key features of each, but here's a quick summary:

Option 1: Template + DIY
- I'm not charging anything for labor! The price you pay is purely at cost.
- However, you are entirely on your own once it is established.
- Fortunately there are MANY tutorials on working with this website builder.

The next 2 options, are with **Engage My Church**. Cory Estep and Jesse Underwood, have partnered with me in helping churches establish a better web presence. They have agreed to donate a percentage to missions via our family and missions work in Brazil.

Option 2: Template + Service
- If you like any of the templates/layouts I have created, you may choose one.
- You will then get set up with **Engage My Church** to begin with monthly service, features, and help.
- 50% of the annual proceeds donated

Option 3: Custom Build + Service
- After consulting with **Engage My Church**, they will build everything.
- 25% of the annual proceeds donated

Option 1

Domain ▸ Hosting ▸ Services ▸ Platform ▸ Theme/Builder ▸ Plug-ins ▸ End Product

Template + DIY

$200/yr + $250 (One time)

- **Website + Builder**
- **Hosting**
- **Domain name & Email**
- **One time costs**
  - ➡ **Core plugins (pg 9)**
  - ➡ **Sermons plugin (pg 10)**
  - ➡ **Calendar plugin (pg 11)**

You can go here to view templates:
Templates

- In this model, you are entirely on your own.
  - You can watch tutorials to learn how to set up the following: SEO, Analytics, Site Security, Regular Backups.
  - If the site breaks, if you need to make changes, etc, you will have no technician to call (but you can watch a number of tutorials), but honestly this platform is very user friendly!

- Approx $150/yr will be for your Hosting cost and domain name
- $50/yr will be for Elementor. Because I have a large license, I will invoice you, to cover the elementor license.
- Online giving is available but cost is not factored in here. I recommend Rebelgive

Option 2

Domain → Hosting → Services → Platform → Theme/Builder → Plug-ins → End Product

Option 2 and 3 come down to the following questions:
- How well do you want your website to show up in Google searches (SEO)?
- Do you have the time to devote to learning and setting up your own analytics? (Do you want to track how many page visits you get, etc?)
- Would you like a report breakdown of your site, so you can take that data into action?
- If your website breaks who will fix it?
- When updates are needed, who will handle those?

(Option 2)
Template + Service
$600/yr + $150 (One time)
- Choose from an available template (modifications allowed)
- Domain
- SSD (fast) Hosting
- Basic Security
- Monthly Site Backups
- Unlimited Email Support
- Custom Domain Emails (church@yourwebsite.com)
- Online Giving Set Up
- Sermon Library (depending on theme chosen)
- 50% of annual costs to Missions

(Option 3)
Custom Build + Service
$600/yr + $697 (One time)
- Custom Website
- Domain
- SSD (fast) Hosting
- Unlimited Email Support
- Custom Domain Emails (church@yourwebsite.com)
- Premium Security
- Weekly Site Backups
- Small Site Updates
- Online Giving Set Up
- Sermon Library
- One site Re-Design Per Year
- 25% of annual costs to Missions

You can go here to view Engage My Church:
Website

- In this model everything done for you.
- As mentioned, Engage My Church has agreed to donate a percentage of the annual fees to Missions through our Brazil ministry.

The rest of this document
Is unnecessary,
unless you like all
the details of the
entire process.

Understanding
The Process

With 310 million United States citizens online, church websites are a crucial piece of outreach strategy. As of a Pew Research report from 2016, up to 59% of searching for churches was done online (the number is surely higher today).

There are 6 STEPS to have a solid website

Domain → **HOSTING** → **SERVICES** → **PLATFORM** → **THEME/BUILDER** → **PLUGINS** → **PRODUCT**

If you are reading this, you more than likely already have a domain name, and so you can continue to the next page.

Select a domain name. If you do not already have a domain name, there is a considerable amount of time that should be dedicated to selecting a great name.

Purchase a domain name. I recommend purchasing through namecheap.com. You can typically get a domain name for approx $8-20/yr.

Point your domain name to a Host. This is a very simple process, but takes a couple days to complete. There are many tutorials online how to do this.

$8-20/yr

The
Host

The "Host" is where the site lives. It would be like the land where you would build your house. There are a number of hosting options. Some are just hosts, and others will combine the host, platform, and theme together.

	BLUEHOST	HOSTGATOR	INMOTION	A2 HOSTING	DREAMHOST
Overall Score ⓘ	5 / 5	5 / 5	5 / 5	5 / 5	1.3 / 5
PRICE PLANS					⊖
Value for Money ⓘ	4.4 / 5	3.9 / 5	3.8 / 5	3.3 / 5	4.3 / 5
Entry Plan (Monthly) ⓘ	Basic: $7.99 ($95.88/year)	Hatchling: $6.95 ($83.4/year)	Lite: $4.99 ($59.88/year)	Lite: $5.99 ($71.88/year)	Starter: $4.95 ($59.4/year)

* **Prices as of 8/22/2020.**
* **Each host has a package (terms).** Typically it starts off 50% discounted as you see at renewal it rolls off. After contract renewal the price goes back up. See below.

Features	GoDaddy Economy Hosting Plan	HostGator Hatchling Plan	Squarespace Personal Plan
Starting Monthly Price On Introductory Offer	$2.99	$2.75	$12.00
Monthly Renewal Cost	$7.99	$6.95	$12.00 - $16.00

$130/yr

The
Services

Identifying needs and goals. Your church's website is the front door. Most people searching for a new church will search online first. Why do you want to rank at the top of search results? **75% of people don't look past the first page of first results.**

- How well do you want your website to show up in Google searches (SEO)?
- Do you want to track how many page visits you get?
- Would you like a report breakdown of your site, so you can take that data to take action?
- If your website breaks who will fix that? When updates are needed, who will handle those?
- How about backups?

These questions will help you understand if you want a site only package, or a more advanced package. What also comes into play is if you want to do this in-house or out-source it.
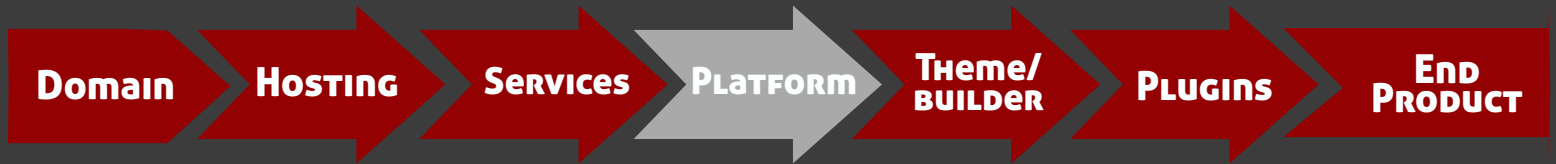
In-House/Hybrid/Out-sourced

- **SEO**
- **Analytics**
- **Backups**
- **Site maintenance**
- **Support**
- **Reports**

All of these features can be found for free or cheap but require time and understanding. You can also do a mixture of them in-house and outsourced.

$ Varies

The Platform

The "Platform" is how you decide to display and run your site.

As you can see, there are no shortage of platforms. They each seem to have strengths and weaknesses.

My recommendation for a church website is **WORDPRESS.**

- **IT IS FREE.**
- **IT IS USER FRIENDLY**
- **IT IS OPEN-SOURCE**
- **IT HAS HOURS OF VIDEO DOCUMENTATION**

Some companies try to combine hosting, services, platforms, and themes all in one bundle. Though this may seem better, in my experience it is not.

$0/yr

	WordPress.org	Weebly	Wix	Squarespace	Blogger	Tumblr
Price/Cost	Self-hosted/ varies based on hosting plan	FREE (With Premium Options)	FREE (With premium plans up to $19/month)	$8-$24 per month	FREE	FREE
Custom Domain	YES!	NO (only with premium)	YES!	YES!	NO :(	NO :(
Hosting Included	NO :(	YES!	YES!	YES!	YES!	YES!
Plugins	35,000+	Extremely Limited	10+	100+	NONE	NONE
Themes/Designs	3,000+	~ 100	100+	10+	Very Few	100+
Mobile Friendly	YES! (based on chosen theme)	YES (based on chosen theme)	YES!	YES!	YES!	YES!
SEO/Social Friendly	YES! (with plugins)	(Basic support)	YES!	NO (not out of the box)	YES!	YES!
Rating	9.5/10	6/10	6.5/10	6/10	8/10	9.0/10
FEATURES						
Customizable Widgets	YES!	YES!	YES!	YES!	YES!	YES!
Spam Blockers	YES!	NO :(	NO :(	YES!	NO :(	NO :(
Social Media Plugins	YES!	YES!	NO :(	YES!	NO :(	NO :(
SEO Plugins	YES!	YES!	YES!	YES!	YES!	NO :(
HTML Editor	YES!	NO (Drag & Drop Website Builder)	YES!	YES!	YES!	YES!
Ease of Use	8/10	9/10	8/10	8/10	9/10	10/10
GOOD FOR						
Beginners	YES!	YES!	YES!	YES!	YES!	YES!
Businesses	YES!	YES!	YES!	YES!	NO :(	NO :(
Personal/Hobby	YES!	NO :(	NO :(	NO :(	YES!	YES!
Professionals	YES!	YES!	NO :(	NO :(	NO :(	NO :(

The
Designing

Domain > **Hosting** > **Services** > **Platform** > **Theme/ Builder** > **Plugins** > **Product**

Elementor. For the majority of churches, a church website builder is the best way to go. This is a visual, drag and drop style tool for creating websites. Code is written behind the scenes as typical website elements such as images, videos, text, columns, and menus can simply be dragged

Drag & Drop Editor
Elementor makes designing websites a fun & easy process

Live Editing
Viewing each element while styling it makes a world of difference

Faster Than Others
Every change you make is instant, resulting in the best user experience

NAVIGATE

The Interface That Offers Maximum Layout Control

When you start working with Elementor, everything will feel familiar and intuitive. This is possible thanks to interface features like Navigator, CopyPaste, Copy Style, and more.

● Watch Video

What's to see in the gallery

SAVE

Keep Everything and Don't Lose Anything

Revision History

Every time you update a page, a new revision is created, so you can always trace back your steps.

Auto Save, Redo & Undo

In Elementor, your work is automatically saved. Make a mistake? Quickly undo it with one click.

Edit in Draft Mode

Work freely on your draft, while keeping a separate published version on the live site.

$50/yr

The
Core Plugins

"Plugins" extend the functions and features of your website. They are a way to "decorate" your website. I try to keep these down as little as possible, to help keep the site speed up and potential update issues breaking things. There are three that would be absolutely necessary, and two others that would be optional.

Premium Addons *For elementor*   **HAPPY ADDONS**

The three main ones I use, I bought a corporate license, and therefore you can pay for them only **ONE-TIME** and **OWN FOR LIFE**! They are valued over $1200. They are as follows:

- **Premium Add ons Pro ($25)**
- **Happy Add ons Pro ($50)**
- **Unlimited Elements ($25)**

These three will give you all that you need to have an amazing website. In addition to those 3 plugins, there is one for sermons that I recommend and one for calendars/events that I recommend and they are on the following pages.

$100

Sermons
Plugin

Series Engine. Offers effortless podcasting and series archiving. This is the best I can find after hours and hours of research. We have been using this at our church for 6 years now. You pay ONCE and own for life.
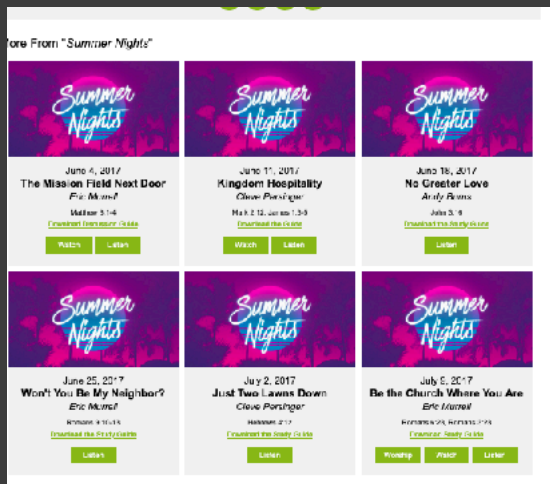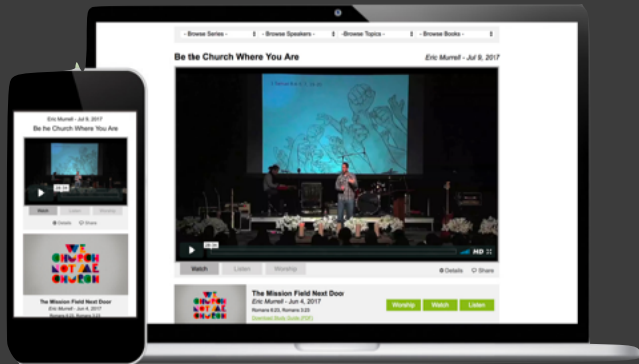
No Coding Required.

Bring Your Own Content

Social Media Friendly

Edit Once, Update all

Built-in Podcasting

Tracks Metrics

$99

Calendar
Plugin
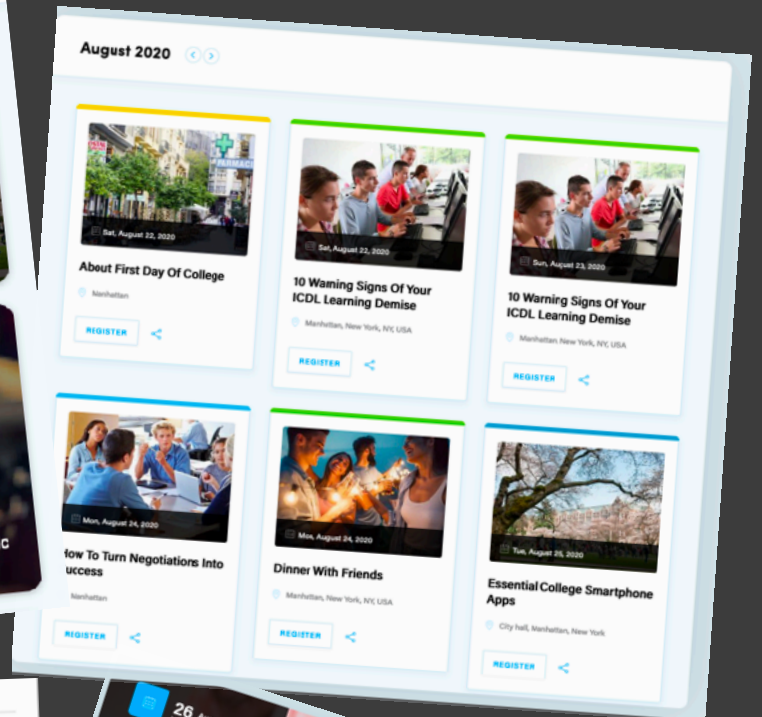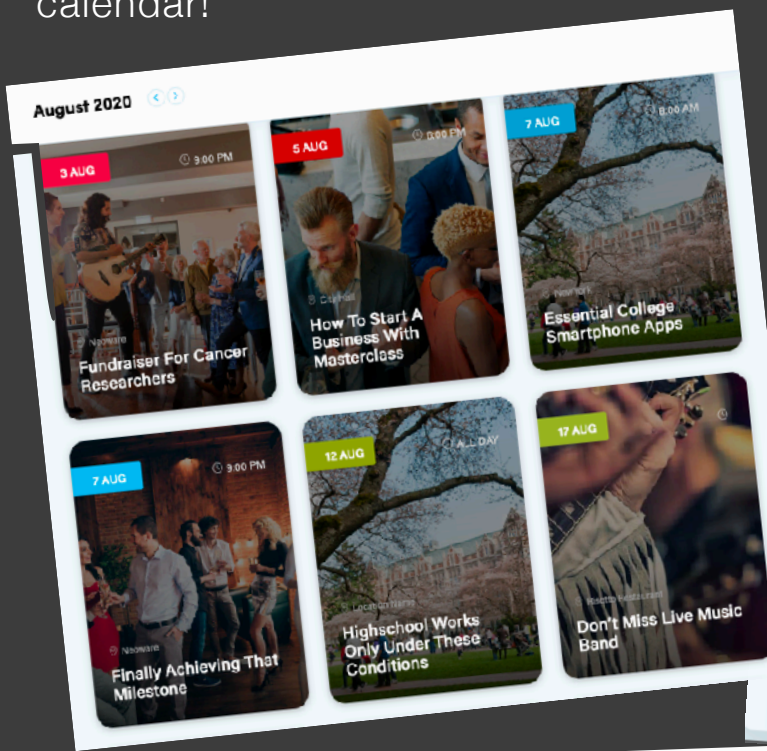
Modern Events Calendar. By far the best I have found. There is no recurring cost and can auto-sync with apple calendar and google calendar. No coding Required. There are over 50 different ways to display your calendar!

$75

THANK
You