

Your Church Website

Lai Salmonson
Webmaster, BSCNC
Cary, NC 27511
lsalmonson@ncbaptist.org
(800) 395-5102 ext. 5589
(919) 459-5589



Table of Contents:

[Websites 101](#)

[Website Design Tips](#)

[Wix or WordPress](#)

[Content Management Systems and Hosting Options](#)

[Wix \(Hosting and Domain\)](#)

[WordPress \(DreamHost hosting and domain is Free\)](#)

[SiteGround \(Host your website\)](#)

[Other Resources](#)

[Online Giving Solutions](#)

Sign up for more classes at: www.ncbaptist.org/website

Note: Pricing and services change so please check with the links provided.

Websites 101

Q&A:

1. What is a website?
 - a. A website is a set of related web pages served from a single web domain. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a Uniform Resource Locator (URL). All publicly accessible websites collectively constitute the World Wide Web. The World Wide Web (WWW) was created in 1990 by British CERN physicist, Tim Berners-Lee. On 30 April 1993, CERN (the European Organization for Nuclear Research) announced that the World Wide Web would be free to use for anyone. (<https://en.wikipedia.org/wiki/Website>)
2. How big is the World Wide Web?
 - a. Current size: <https://www.worldwidewebsite.com/> and <http://www.internetlivestats.com/>
3. What is a web Content Management System (CMS)?
 - a. A web content management system is a bundled or stand-alone application to create, manage, store and deploy content on Web pages. Web content includes text and embedded graphics, photos, video, audio, and code that displays content or interacts with the user. Put simply the CMS allows you to update your website with a browser and internet access. (https://en.wikipedia.org/wiki/Content_management_system)
4. What is required to have a church website?
 - a. Domain Name and a Hosting Plan.
 - i. The Domain Name is your website name like fairviewchurch.org. Every domain name must be unique. There are over 330 million domain names already taken. I would recommend getting fairviewchurch.org, .com, and .net.

the address of your website

http://www.example.com

prefix sub-domain name extension

domain name
 - ii. The Hosting Plan is for your website content like DreamHost that offers different hosting plans.
5. To search if your domain name is available go to: <http://www.godaddy.com/domains>
6. Find out owner information of a domain at: <http://whois.net/>

Website Design Tips

1. Original and prepared files organization is essential for maintaining a website. You can keep original files in the Original folder to prepare for future webpages and place those in the Web folder to use online. When you edit an original file make sure to save as a new file in the Web folder with naming convention of lowercase letters with dashes. Then use the Web content to upload to Wix. This will assure that the content data size is small and will load quickly on a website. There is a Pixlr.com demo below to show how to resize and rename graphic images/photos.
2. Place a folder on your desktop called "Website" and create folders like this within it:

website

- audio
 - original
 - website
- images
 - original
 - website
- video
 - original
 - website
- documents
 - original
 - website

3. How should you name files for the website?
 - a. All file names should be **lowercase** with **no spaces** in the name. Instead **use dashes**. This is for Search Engine Optimization (SEO). Your website will rank higher on Google searches. Examples:
 - church-logo.png
 - haiti-missions-photo-01.jpg
 - sermon-11-20-16.mp3
 - haiti-video-01.mp4
 - newsletter-nov-2016.pdf

4. Graphic and photo prep:
 - a. Do not upload photos and graphics directly to Wix since they will not be properly named and optimized for the web. Images should be set to 72 Pixels Per Inch (ppi) as jpeg, gif, or png formats with at least 1500 pixel (px) wide. Wix automatically resizes images for the website. Banner images will need to be uploaded for its specific size. Images should match the size you want it to appear on the web page if necessary.
 - b. **WEBMASTER TIP:** To find sizes of images on a website open a Chrome browser, right mouse click on an image and select **Inspect**. Highlight the icon in the upper left of the inspector (square with arrow) to **Select an element in the page to inspect it**. Hover your mouse over any image to find the width and height. When done click **X** on upper right of Inspector to close it.
 - c. Photographs should be saved as **.jpg**
 - d. 1-3 color graphics as **.gif**
 - e. Logos and images with transparency as **.png**
 - f. Use free online graphics editor: <https://www.pixlr.com/>
 - [Pixlr Tutorials see Lessons 1 - 3](#)
 - [Pixlr Resize Image to Specific Size](#)
 - g. Get free non-profit Canva.com: <https://about.canva.com/canva-for-nonprofits/>
 - h. Use free graphic software from www.gimp.org
 - i. Get free religious graphics: www.pixabay.com, <https://unsplash.com/> and www.stockpholio.net
 - j. Get paid religious graphics for \$5.99/month at: www.churchart.com
 - k. Open a photo account at www.flickr.com
5. Audio files prep:
 - a. If you need sermons then edit and convert your audio into mp3 files.
 - b. Download Audacity from https://download.cnet.com/Audacity/3000-2170_4-10058117.html
 - c. MP3 files can be saved at 64 kbps for smaller file size.
6. Video files prep:
 - a. Video Editing Software Recommendations:
 - <https://www.pcmag.com/article2/0,2817,2397215,00.asp>
 - <https://www.elegantthemes.com/blog/resources/best-video-editing-software>
 - b. Save files in mpeg format for smaller file sizes. (mp4)
 - c. Get a video account at: www.vimeo.com (\$84/year)
7. Documents prep:
 - a. Convert Word documents into PDFs using Office 2010 or newer.
 - b. Download as a PDF Document (.pdf) in Google Docs

Wix or WordPress

1. Should I use Wix or WordPress for my website?
 - a. **New User:** If you are new to websites, a beginner, I would recommend Wix. It's easier to create and manage a website and has all the resources and support you need. It costs about \$84 to \$149/year. There is also a free plan with Wix ads.
 - i. <http://www.wix.com/upgrade/premium-plans>
 - b. **Seasoned User:** If you are familiar with websites and feel more comfortable setting up and managing a website then WordPress will be your choice. You will need more time updating the WordPress core files and plugins. Depending on the theme, it costs about \$69 to \$99/year.
 - i. <https://www.elegantthemes.com/join/> (\$69 Theme)
 - ii. <https://churchthemes.com/themes/> (\$99 Theme)
 - iii. <https://help.dreamhost.com/hc/en-us/articles/215769478-Non-profit-discount> (Free Hosting)
2. Anything else about Wix I need to know?
 - a. [Wix.com](http://www.wix.com) is a cloud-based web development platform that allows users to create professional HTML5 websites and mobile sites, through the use of their online drag and drop tools. Users can add functionalities such as social plugins, eCommerce, contact forms, and email marketing to their websites using a variety of Wix-developed and third-party applications. Wix was founded in 2006, and is headquartered in Tel Aviv, with offices in San Francisco, New York City, Dnipropetrovsk, and Vilnius. As of August 2013, the Wix platform is being used by over thirty-five million Internet users to create their online presence.
 - b. **Help:** <https://support.wix.com/en/>
 - c. **Example Church Website:** <https://www.ncbaptistwix.org/>
3. Can you tell me more about Wix?
 - a. <https://www.youtube.com/watch?v=slgv3tTYYqQ>
4. How do I get started with Wix?
 - a. Take a free class at the BSCNC by registering at: www.ncbaptist.org/web
 - b. Do It Yourself:
 - i. Sign up for a free account at: <https://www.wix.com>
 - ii. Go through the video training at Wix's YouTube Channel: https://www.youtube.com/playlist?list=PL0y_aclKYoiYiiQOcmCPscYx1LynyDI0TV
 - iii. For more advanced training go to Wix's Education Training: https://www.youtube.com/channel/UCko_tGt6GkTikVHbztNgC4w
 - iv. When your site is ready get a paid annual plan and select a domain name.

5. Anything else about WordPress I need to know?
 - a. **WordPress** is a free and open-source content management system (CMS) based on PHP and MySQL. WordPress is installed on a web server, which either is part of an Internet hosting service or is a network host itself; the first case may be on a service like WordPress.com, for example, and the second case is a computer running the software package WordPress.org. Features include a plugin architecture and a template system. WordPress was used by more than 26.4% of the top 10 million websites as of April 2016. WordPress is reportedly the easiest and most popular blogging system in use on the Web, supporting more than 60 million websites. It was released on May 27, 2003, by its founders, Matt Mullenweg and Mike Little.
 - b. **Help:** <https://wordpress.org/>
 - c. **Example Church Website:** <https://www.ncbaptistwp.org/>
6. Can you tell me more about Divi on WordPress?
 - a. <https://www.youtube.com/watch?v=1AljCZkKuUM>
7. How do I get started with WordPress?
 - a. Take a free class at the Baptist State Convention of NC by registering at: ncbaptist.org/web
 - b. Do It Yourself:
 - i. Sign up for a free hosting account at: <https://help.dreamhost.com/hc/en-us/articles/215769478-Non-profit-discount>
 - ii. Contact Lai Salmonson lsalmonson@ncbaptist.org to help setup your email and WordPress core website.
 - iii. Go through the video training at: <https://videos.wpbeginner.com/>
 - iv. I would suggest getting your theme at Elegant Themes called Divi or one of the themes at Church Themes:
 1. Divi: <https://www.elegantthemes.com/gallery/divi/>
 2. Church Themes: <https://churchthemes.com/>

Content Management Systems and Hosting Options

- Content Management Systems
 - Top 3 Choices:
 - <https://www.dreamhost.com/> Free WordPress website and domain name with 501(c)(3) non-profit form
 - Sign up for the free non-profit DreamHost account by following these directions at:
<https://help.dreamhost.com/hc/en-us/articles/215769478-Non-profit-discount>
 - <https://www.wix.com/>
 - <https://www.squarespace.com/>
 - Other Choices:
 - <https://www.weebly.com/>
 - <https://snappages.com/>
 - <https://www.godaddy.com/hosting/website-builder-new.aspx>
- Hosting Options
 - Top Choices:
 - <https://www.dreamhost.com/> has FREE WordPress hosting and domain name with 501(c)(3) form
 - <https://www.wix.com/> \$4.08/mo, \$8.25/mo, \$12.42/mo options
 - <https://www.squarespace.com/pricing/> \$8/mo, \$16/mo, \$24/mo options
 - https://www.siteground.com/?referrer_id=6919193 \$3.95/mo (SiteGround is a hosting service with Wordpress, Joomla, Drupal, etc.)
 - Other Choices:
 - HostGator is a hosting service with many options
 - <https://www.hostgator.com/>
 - GoDaddy offers a variety of low cost options
 - <https://www.godaddy.com/hosting/web-hosting.aspx>

Wix (Hosting and Domain)

<https://www.wix.com>

Help:

<https://support.wix.com/en/>

Example Church Website:

<https://www.ncbaptistwix.org/>

Backend Login: <https://www.wix.com>

Pricing:

<https://www.wix.com/upgrade/website>

Combo	Unlimited
\$9.25/mo (\$111/year)	\$12.42 /mo (\$149.04/year)
No Wix Ads	No Wix Ads
3GB Storage	10GB Storage
2GB Bandwidth	Unlimited Bandwidth
Connect Your Domain	Connect Your Domain
Templates	Templates
Google Analytics	Google Analytics
Premium Support	Premium Support

Buy a Yearly Savings Plan and Save!
Get a FREE DOMAIN + \$250 Worth of VOUCHERS

\$75 Google AdWords | \$50 Facebook Ads | FREE DOMAIN FOR 1 YEAR | 100+ LOCAL LISTINGS

14 Day Money Back Guarantee On All WIX Plans

	VIP First Priority Support	eCommerce Ideal for Small Business	Unlimited ^{POPULAR} Entrepreneurs & Freelancers	Combo For Personal Use	Connect Domain Most Basic
Yearly Savings Plan	<p>\$24⁹⁰ /month</p> <p>\$39.90</p> <ul style="list-style-type: none"> \$250 Ad Vouchers Free Domain incl. VIP Support line <p>Save 35%</p>	<p>\$16¹⁷ /month</p> <p>\$24.90</p> <ul style="list-style-type: none"> \$250 Ad Vouchers Free Domain incl. <p>Save 35%</p>	<p>\$12⁴² /month</p> <p>\$22.90</p> <ul style="list-style-type: none"> \$250 Ad Vouchers Free Domain incl. <p>Save 45%</p> <p>Buy now</p>	<p>\$8²⁵ /month</p> <p>\$12.90</p> <ul style="list-style-type: none"> \$125 Ad Vouchers Free Domain incl. <p>Save 35%</p>	<p>\$4⁰⁸ /month</p> <p>NOTE: This Plan Displays Wix Brand Ads</p> <p>Save 18%</p>
Monthly Plan	\$29⁹⁰ /month	\$19⁹⁰ /month	\$15⁹⁵ /month	\$10⁹⁵ /month	\$6⁹⁰ /month
Remove Wix Ads	✓	✓	✓	✓	✗
Storage	20GB	20GB	10GB	3GB	500MB
Bandwidth	UNLIMITED	10GB	UNLIMITED	2GB	1GB
Connect Your Domain	✓	✓	✓	✓	✓
Shopping Cart	✓	✓	✗	✗	✗
Add Favicon	✓	✓	✓	✓	✗
No Mobile Ads	✓	✓	✓	✓	✗
Free Hosting	✓	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓	✓
Premium Support	✓	✓	✓	✓	✓
VIP Support	✓	✗	✗	✗	✗
Priority Call Back	✓	✗	✗	✗	✗
Instant Response	✓	✗	✗	✗	✗
Professional Site Review	✓	✗	✗	✗	✗

Domain Name is free with Annual Plan.

Use [Google Apps](#) for email which is about \$50/year as an option.

WordPress (DreamHost hosting and domain is Free)

Free solution with 501(c)(3) non-profit form at: www.dreamhost.com

Sign up for the free non-profit DreamHost account by following these directions at:

<https://help.dreamhost.com/hc/en-us/articles/215769478-Non-profit-discount>

Help:

<https://www.dreamhost.com/support/>

https://codex.wordpress.org/First_Steps_With_WordPress

<https://wordpress.org/>

<https://wordpress.org/support/>

Example Church Website:

<https://www.ncbaptistwp.org/>

WordPress is a free and open source blogging tool and a content management system (CMS) based on PHP and MySQL, which runs on a web hosting service. Features include a plug-in architecture and a template system. WordPress is used by more than 18.9% of the top 10 million websites as of August 2013. WordPress is the most popular blogging system in use on the Web, at more than 60 million websites. www.wordpress.org

It was first released on May 27, 2003, by its founders, Matt Mullenweg and Mike Little, as a fork of b2/cafelog. As of February 19, 2014, version 3.8 had been downloaded more than 20 million times. (<https://en.wikipedia.org/wiki/WordPress>)

DreamHost is a Los Angeles-based web hosting provider and domain name registrar. It is the web hosting and cloud computing business owned by New Dream Network, LLC, founded in 1996 by Dallas Bethune, Josh Jones, Michael Rodriguez and Sage Weil. DreamHost does not offer call-in phone support, but customers can pay extra to request callbacks from support staff. Furthermore, a live chat option is available for all accounts when the level of support emails is low. This option is always available for customers that already pay the monthly fee for callbacks. The company hosts in excess of one million domains. (<https://en.wikipedia.org/wiki/Dreamhost>)

Church Responsive Wordpress Themes:

(Search on www.google.com for Church Wordpress Themes)

- <https://www.elegantthemes.com/gallery/category/responsive/> (I would suggest the Divi theme. \$69/year)
- <http://eutobaptist.com/> uses <http://churchthemes.com/themes/> for \$79 (Best choice)
- <http://www.wpforchurch.com/> for less expensive responsive themes
- <http://www.wpkube.com/church-religious-wordpress-themes/> (18 Best Themes)
- FREE: <https://wordpress.org/themes/>

DreamHost Pricing:

<https://www.dreamhost.com/hosting/>

DreamHost.com	
Price	\$8.95/mo
Non-profit	Free
Disk Storage	Unlimited TB
Monthly Bandwidth	Unlimited TB
Domains Hosted	Unlimited-1 Free
Full Shell / SSH / FTP / SFTP Users	Unlimited
E-Mail Accounts (POP/IMAP/Webmail)	Unlimited
MySQL 5 Databases	Unlimited
Operating System	Debian Linux
Email	
IMAP / POP / SMTP Access	Yes
Web-Based Email Access	Yes
Mail Filtering	Yes
Spam Filtering – SpamAssassin	Yes
Email Addresses (Aliases)	Unlimited
Announcement Lists	Unlimited
Discussion Lists	Unlimited
Vacation Auto-Responders	Unlimited
Domains	
Free Domain Registration (A \$9.95 Value!)	Yes
Free Domain WHOIS Privacy	Yes
Domains Hosted	Unlimited
Subdomains Hosted	Unlimited
Domains Forwarded/Mirrored	Unlimited
Custom DNS	Yes
Technical Support	
24/7 Los Angeles-based Email Technical Support	Yes
100% uptime guarantee	Yes
97-day money-back guarantee	Yes
The Award-winning DreamHost Control Panel	Yes
The DreamHost Wiki	Yes
The DreamHost Forum	Yes

SiteGround (Host your website)

<https://www.siteground.com>

Help:

<https://www.siteground.com/support>

Pricing:

<https://www.siteground.com/web-hosting.htm>

<https://www.siteground.com/recommended> \$3.95/mo. (SiteGround is a hosting service with Wordpress, Joomla, Drupal, etc.)

The image displays three hosting plans from SiteGround: StartUp, GrowBig, and GoGeek. Each plan is presented in a card format with a distinct icon (house, star, crown) and a tagline. The StartUp plan is priced at \$3.95/mo (60% off the regular \$9.95/mo), GrowBig at \$7.95/mo (50% off the regular \$14.95/mo), and GoGeek at \$14.95/mo (50% off the regular \$29.95/mo). Each plan lists several features with checkmarks, such as website count, web space, and monthly visits. An 'Essential Features' pop-up window is overlaid on the StartUp plan, listing 12 features including free domain name, 99.9% uptime guarantee, 24/7 support, 30-day money back, free daily backup, free CloudFlare CDN, and cPanel & SSH access. Each plan card also features a prominent orange 'Get Started' button and a 'Jump To Plan Details' link at the bottom.

Plan	Icon	Tagline	Special Price	Discount	Regular Price	Key Features
StartUp	House	Crafted for a Great Web Start	\$3.95/mo	60% OFF	\$9.95/mo	One Website, 10GB Web Space, Suitable for ~ 10,000 Visits Monthly, All Essential Features
GrowBig	Star	Crafted for Your Web Growth	\$7.95/mo	50% OFF	\$14.95/mo	Multiple Websites, 20GB Web Space, Suitable for ~ 25,000 Visits Monthly, All Essential Features
GoGeek	Crown	Crafted for Real Web Geeks	\$14.95/mo	50% OFF	\$29.95/mo	Multiple Websites, 30GB Web Space, Suitable for ~ 100,000 Visits Monthly, All Essential Features, Premium Features, Geeky Advanced Features

Essential Features:

- Free Domain Name
- Free Website Transfer
- Free Application Installs
- Unlimited Data Transfer
- Unlimited Emails
- Unlimited MySQL DB
- 99.9% Uptime Guaranteed
- 24/7 Support Chat/Phone/Ticket
- 30 Days Money Back
- Free Daily Backup
- Free CloudFlare CDN
- cPanel & SSH Access

Other Resources

1. <https://start.truthcasting.com/> - Premium service for embedding video sermons on Wix pages. (\$50/month)
2. <https://sermon.net/> - Has free and premium services for sermon audio, video, pdf, and live streaming for embedding on WordPress pages.
3. Parental Consent Form for Publishing Children on Social Media - See downloads at: ncbaptist.org/web
4. SEO: How To Get Your Church on Local Search Engines - See downloads at: ncbaptist.org/web

Online Giving Solutions

Here are my top 3 choices that you can review and see which will meet your needs:

1. <https://www.donorpanel.com/>
2. <https://www.easytithes.com/>
3. <https://www.simplegive.com/>

I have never used these companies so please contact them to make sure they can meet your needs.