

Rate Your Church Website

#	Criteria	Points	Your Score
1	Someone clearly has in their job description the responsibility for maintaining your website	+30	
2	Mass times clearly listed on the Home Page	+20	
3	Church phone number clearly listed on the Home Page	+20	
4	Contact Us form or clickable church email address clearly listed	+10	
5	Map or directions to the church can be found within 2 clicks from the home page	+10	
6	Current copy of the bulletin available for viewing or download	+10	
7	Welcome message from Pastor	+10	
8a	Staff Listing updated with current contact information	+10	
8b	Staff Listing exists but is out of date (at least one person's info is wrong)	-10	
9a	Calendar of events exists and current (at least one event +/- 30 days)	+10	
9b	Calendar of events exists but not current (no events +/- 30 days)	-10	
10a	News or Blog section exists and current (at least one entry +/- 30 days)	+10	
10b	News or Blog section exists but not current (no entries +/- 30 days)	-10	
11a	High quality, warm & inviting graphics or video used on Home Page	+10	
11b	Low resolution graphics or video used on Home Page	-10	
12	Liturgical Ministries page(s) with descriptions and contact names	+10	
13	Sacrament page(s) with descriptions and contact names	+10	
14a	Link to the Church's Facebook and/or Twitter Feed, pages are active and updated regularly	+10	
14b	Link to the Church's Facebook and/or Twitter Feed but they're not active or updated regularly (no updates within the last 14 days)	-10	
15a	Podcasts or Videos of church activities exist, content is relevant	+10	
15b	Podcasts or Videos of church activities exist, but content is not relevant	-10	
16	Link to Online Giving and/or Donation opportunities	+10	
17	Link to church's school page (if applicable)	+10	
18	Capability to capture email addresses (contact us form, newsletter sign up, etc.)	+10	
19	A "click counter" appears on the Home Page	-10	
20	Your church site has a mobile template that automatically detects smartphones	+10	
21	In Google, typing "Catholic Church" and the city in which your located yields your church in one of the top 3 results	+20	
Total Possible Points =		250	

Your Score

0 – 100 Points: Yikes... it's probably time to get going! Get together and discuss solutions that can make your church website fully functional and beneficial to your overall mission.

101 – 150 Points: You've got the basic framework for a working website, but there's always room for improvement! Decide what's working, what's not, and assign tasks for web team members to carry out. Need some help? Advertise in the bulletin that you're looking for volunteers to help get your website up-to-date.

151 – 250 Points: Nice job! You've got a great website, but don't forget to keep updating your content! Your site should keep your members up-to-date, as well as inform potential members or visitors about your faith community.