Inspiration Image/Video: In a study of first impressions on travel websites, research found that "inspiration-related elements" had the greatest impact on how first impressions were made. They say a picture is worth a thousand words – and the data seems to support that claim. So ask yourself, "What kind of imagery would inspire my target audience to attend our church for the first time?" Maybe it's imagery of people in your church laughing and living in community. Maybe it's a vibrant kids ministry. Maybe it's passionate worship and teaching. To be inspired by other churches doing this well, **here's a list of 19 church websites with great photos/videos at the top of their homepage (pay particular attention to #1, #2, and #14)**.

Logo: Ensure your church's logo is prominently featured on your website – an eye-tracking study by Missouri S&T found that the logo section of a webpage drew the most attention from users overall - 6.48 seconds on average.

Navigation Menu: According to an eye-tracking study by Missouri S&T, after your logo, the navigation menu on your website is the section that commands the most attention - 6.44 seconds on average. Knowing this, the sweet spot for top-level navigation items is seven or less. Keep it simple & straightforward. Need more items? Use sub-navigation. **The navigation menu in Nucleus** can be expanded to a maximum of 656 menu items using sub-navigation while still limiting top-level navigation items to seven or less.

Headline: It only takes about 50 milliseconds (that's 0.05 seconds) for a visitor to form an opinion about your website *(Source: Google)*. And on average, 5X more people will read the headline of a website than read the body copy *(Source: Kissmetrics)*. With that being said, it is incumbent upon your church to write a headline that deeply resonates with a potential new visitor. What does this mean for you? Consider this: great copyrighting always focuses on the potential new visitor, not the church. Need inspiration? **Click here to see 19 Perfect Church Website Main Headline Examples**

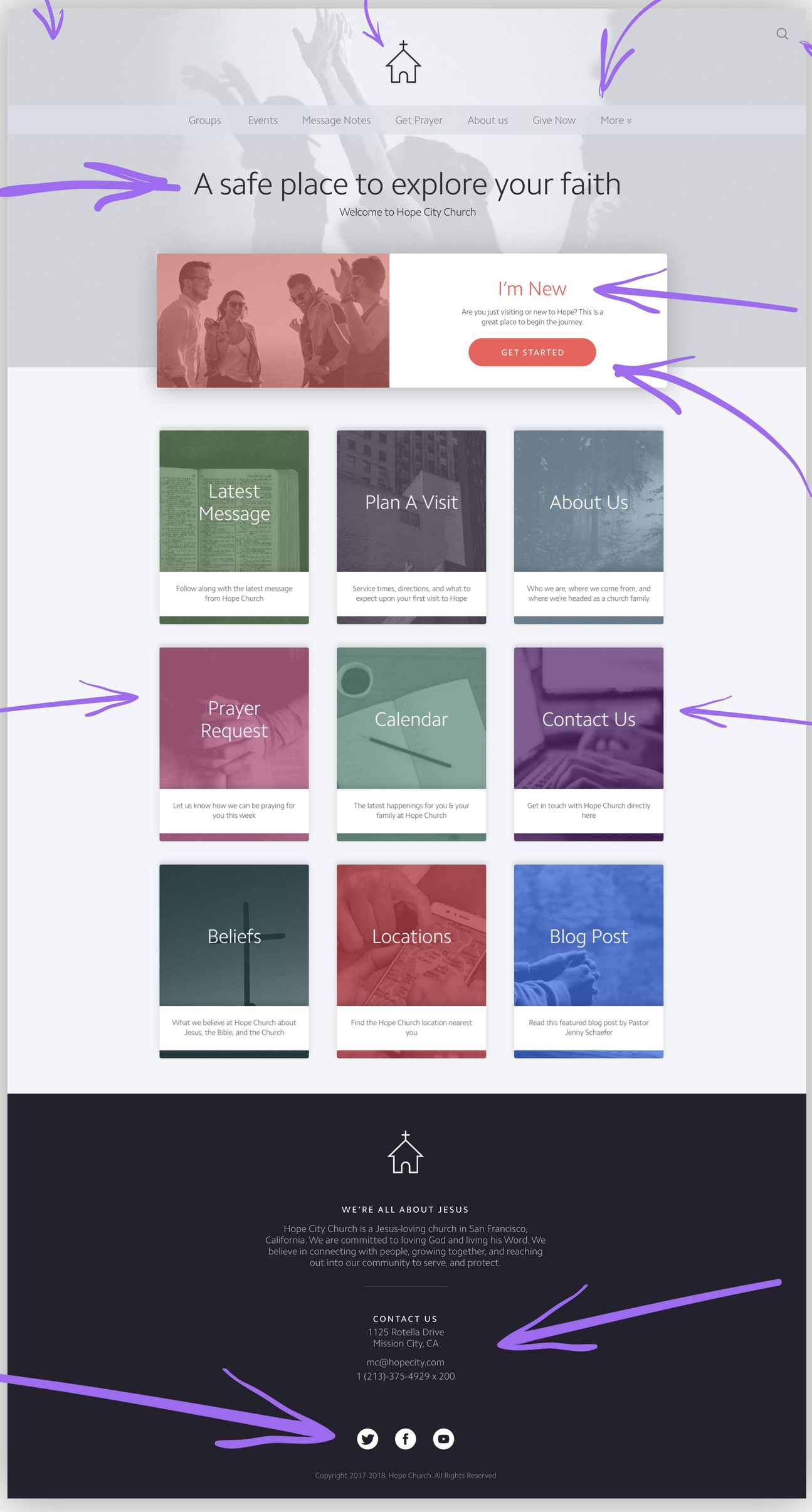
Search: Having a search bar on your website is crucial because it allows visitors to browse on their own terms. And when it comes to user experience, any time you can offer your users more control – it's a good thing. Moreover, in the previously referenced eye-tracking study, the search bar section of a website ranked third when it came to attention earned from users - ~6 seconds on average.

New Visitor Information: **In a case study of 1,008 church websites**, 61.7% did not have easily accessible new visitor information. Most websites didn't make any effort to acknowledge potential new visitors on their homepage. Attending a new church for the first time can be uncomfortable and unfamiliar. To make things easier, dedicate a portion of your church's homepage (ideally, a very prominent portion) to acknowledging and welcoming potential new visitors. **The Nucleus framework is engineered to do this exact thing**. We recommend that each of our churches dedicate the first card on their website to welcoming new visitors (as seen in this example).

Primary Call-To-Action: When a visitor lands on your website – what is it you want them to actually do? This is what your primary call-to-action is for. The call-to-action button on your website identifies the key action you want users to take. **In the Nucleus framework**, we put extra emphasis on this call-to-action by displaying it as what we call a "featured card." You might be wondering, what should I choose as my primary call-to-action? In my experience, the primary call-to-action on your website is best served aimed at potential new visitors.

Main Content: Here's what the Senior Project Manager at Bing had to say about the duty of websites: "Your goal should be that when a visitor lands on your page, the content answers all of their needs, encouraging their next action to remain with you." A core responsibility of your church website is providing information and next steps. Here's a short list of what that could mean for your church: service times, location(s) & directions, contact information (phone/email/physical address), sermons & message notes, giving, about us, beliefs, staff, prayer requests, giving, calendar, podcasts, videos, blog posts, kids ministry, student ministry, event registration, ministry signups, small groups, volunteer opportunities, baptism, salvation, missions, finances, etc. **In the Nucleus framework, we display information & next steps in blocks we call "Cards"** - as seen in this example.

The Perfect Homepage Framework: The website displayed in this example was built using **Nucleus** - a new kind of website builder for churches. From single-click templates to advanced integrations, Nucleus is unlike anything else. Moreover, every single Nucleus comes pre-loaded with the perfect homepage framework. Why just have a website, when you could have a Nucleus? **Click here to learn more about Nucleus.**



Contact Info: 51% of people think "thorough contact information" is the most important element missing from many company websites (*Source: KoMarketing*). A simple way to ensure your church doesn't fall into this camp is to place your address, phone number, and email in the footer of your website. By doing this, your contact information will be readily available on every single page of your website.

Social Links: In the aforementioned eye-tracking study by Missouri S&T, researchers found that, while browsing websites, participants spent a considerable amount of time focused on social links - 5.95 seconds on average. Linking from your website to external platforms is a great way to cross-promote. Just make sure to only link to platforms that your church actually uses on a regular basis.