

5 Essential Rules for

Church Website Design



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Since 1992, Faithlife Corporation (formerly Logos Bible Software) has grown from a couple of programmers in a basement into the largest developer of Bible study software and a worldwide leader in multilingual electronic publishing. We partner with more than 500 publishers to make more than 120,000 Bible study resources available to customers around the world.

Innovation is key to Faithlife's growth. In the last few years, we've expanded from our flagship software product, Logos Bible Software, to a variety of tools to complement your faith and Bible study experience. In June of 2011, we launched Faithlife Ebooks, a Christian ebook store and ereader app. In 2012, we released Faithlife Proclaim Church Presentation Software along with the Faithlife Study Bible and faithlife.com, a social network that allows Christians from all over the world to connect and share ideas online.

Most recently, we've launched an entire suite of church administrative tools including Faithlife Sites, Faithlife Sermons, Faithlife TV, Faithlife Giving, and more! And we're still just getting started.



About This Guide

Whether you're designing your own website from scratch (and if so, impressive), using a website builder, or hiring a designer, you'll want to know the basics of website design.

That way you can create an appealing website or evaluate the merits of one being made for you. (You would also be more than prepared to use a church website builder, such as [Faithlife Sites](#), which is totally free.)

Here are the five main church website design tips to keep in mind.

Rule 1

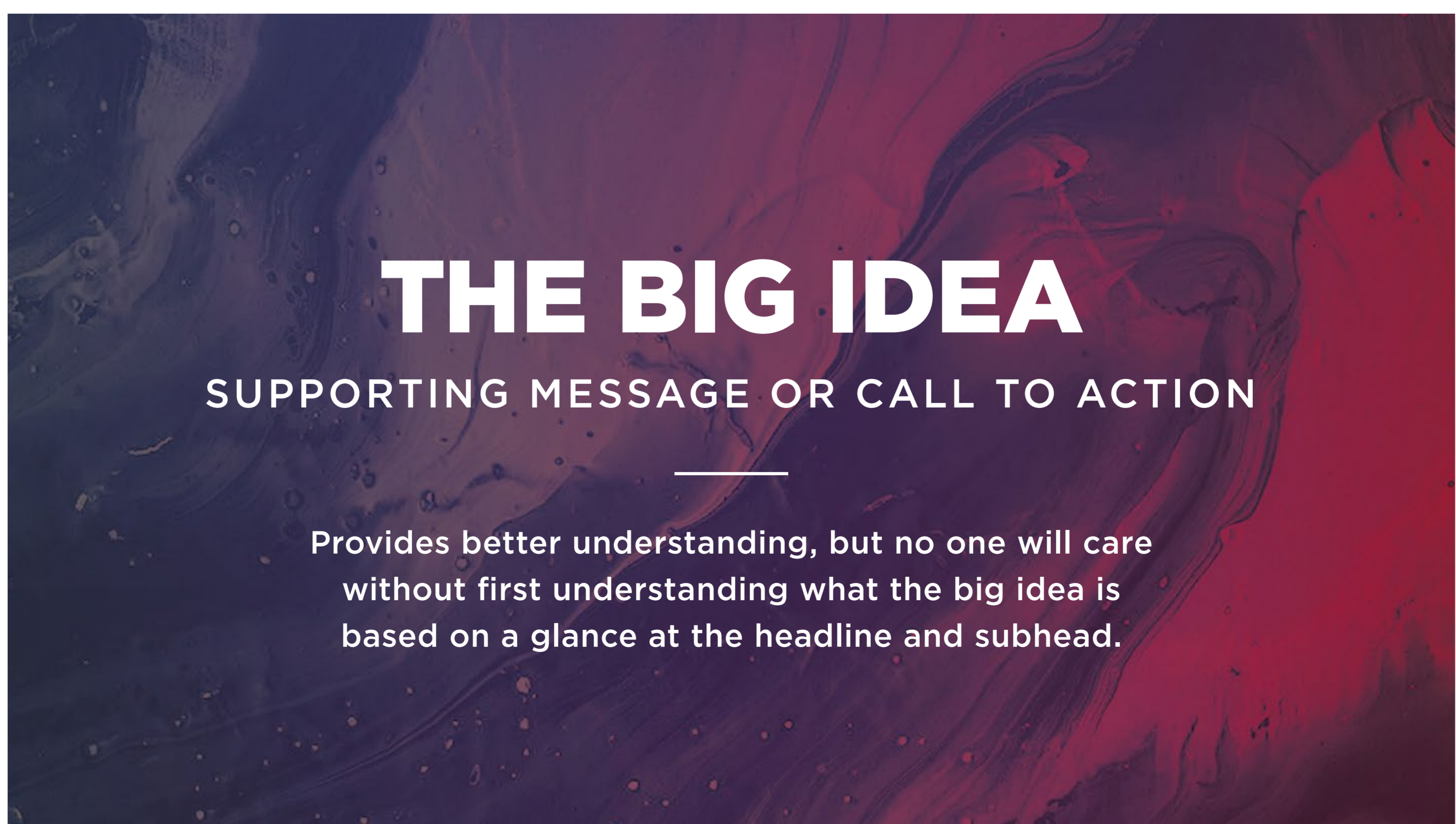
Use simple fonts

Design for readability and comprehension.

Too many fonts scatter the mind, which is the opposite of what you want your website to do.

For that reason, follow these simple rules for fonts and text styling:

- Stick to one or two fonts
- Choose fonts that are highly readable
- Minimize styling (**bold**, *italic*, underline, etc.)
- Be consistent in casing—that is, if headlines are capitalized on one page, they should be on another. It doesn't matter so much what standards you choose, so long as you're consistent.
- Stick to two or three font sizes (the biggest for headlines, the next biggest for subheads, and the smallest for normal text).
- Be strategic with what you call out to drive the viewer's eye around your page. If everything is bold and big, then nothing is. Reserve big fonts for what matters most.



Rule 2

Use quality photos

Perhaps no design choice matters more than the imagery you choose.

The best church website photos are of real people from your church.

Here are a few guidelines beyond that general rule:

- **Use a professional photographer.** Chances are someone in your church is either a professional photographer or at least has the chops to become one. Recruit that person to take photos of your church, including moments from worship services, home group fellowship, all-church gatherings (like potlucks), summer camp, and more.
- **Upload high-resolution photos.** Upload your photos at around 72 dpi. That way the images will be crisp, but it won't take forever for your site to load. (You can use a site like tinypng.com to resize your photos.)
- **Favor candid over staged.** It's easier for visitors to imagine themselves in a candid photo, whereas a staged photo can make them feel like outsiders. Candid is also more genuine and sincere.
- **Get permission from people in your photos before posting them to your site.** You might let your church know when an event will be photographed, too, as some people are more sensitive to being photographed than others.
- **Choose stock photography to match guidelines 1 and 2 above.** You can find good, free photos on sources like Unsplash and Creation Swap, or you can buy photos on sites like Lightstock, iStock, and Adobe Stock. (By the way, [Faithlife Sites](#) comes with thousands of stock photos shot specifically with churches in mind—and it even integrates with Unsplash.)

- **Choose photos that reinforce your words.** For example, if you're describing your home groups, show people meeting in a living room or kitchen. Photos don't need to match your words exactly, but they should work together, not in conflict.

The most critical piece to all of this is having photos of people in your church. Images of people enjoying being together will speak louder to visitors than almost any element of your website.



Rule 3



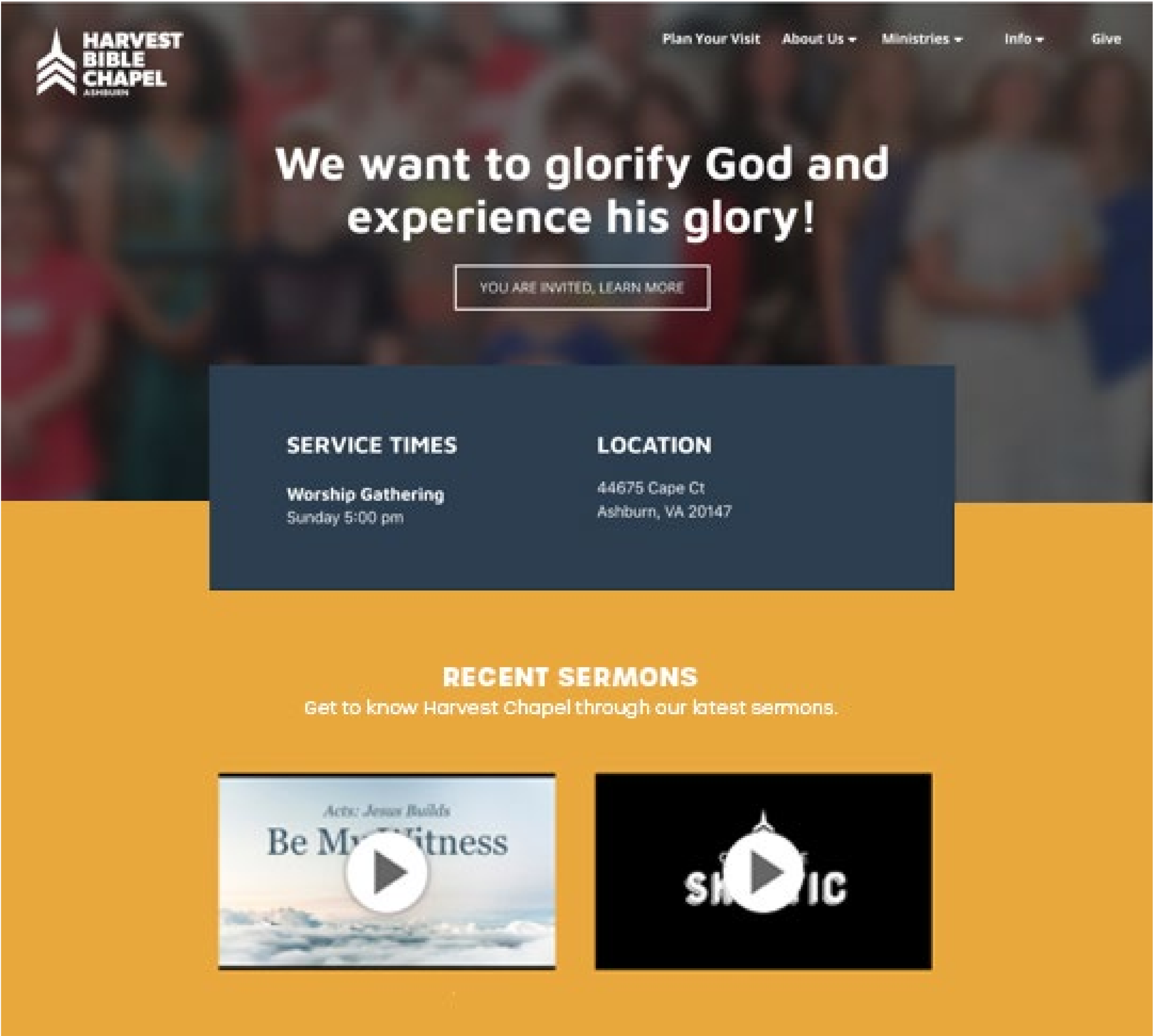
Use generous spacing

Websites are like rooms: when they're cluttered, they're stressful.

Open up space with plenty of . . . space.

Don't clump all your text into one area. If a page has multiple sections of text, space them out so it's easier to digest the page piece by piece rather than all at once.

At first, you may feel like you're wasting space, but it actually enhances the information you want people to see. Websites are a journey, not a race. Give people time to take in each bit.



Rule 4



Choose contrasting colors

Contrasting colors are critical for readability.

There are plenty of resources online to help you choose contrasting colors, but ideally, your church website builder has premade color templates you can choose from.

And as with fonts, you should be consistent—each page shouldn't have a different color scheme. Does your church already have one or two brand colors in the logo? Pick colors that are consistent with it or complement it.



Looking for a color that pairs well with purple?
Look at its opposite, yellow. Repeat with any color.



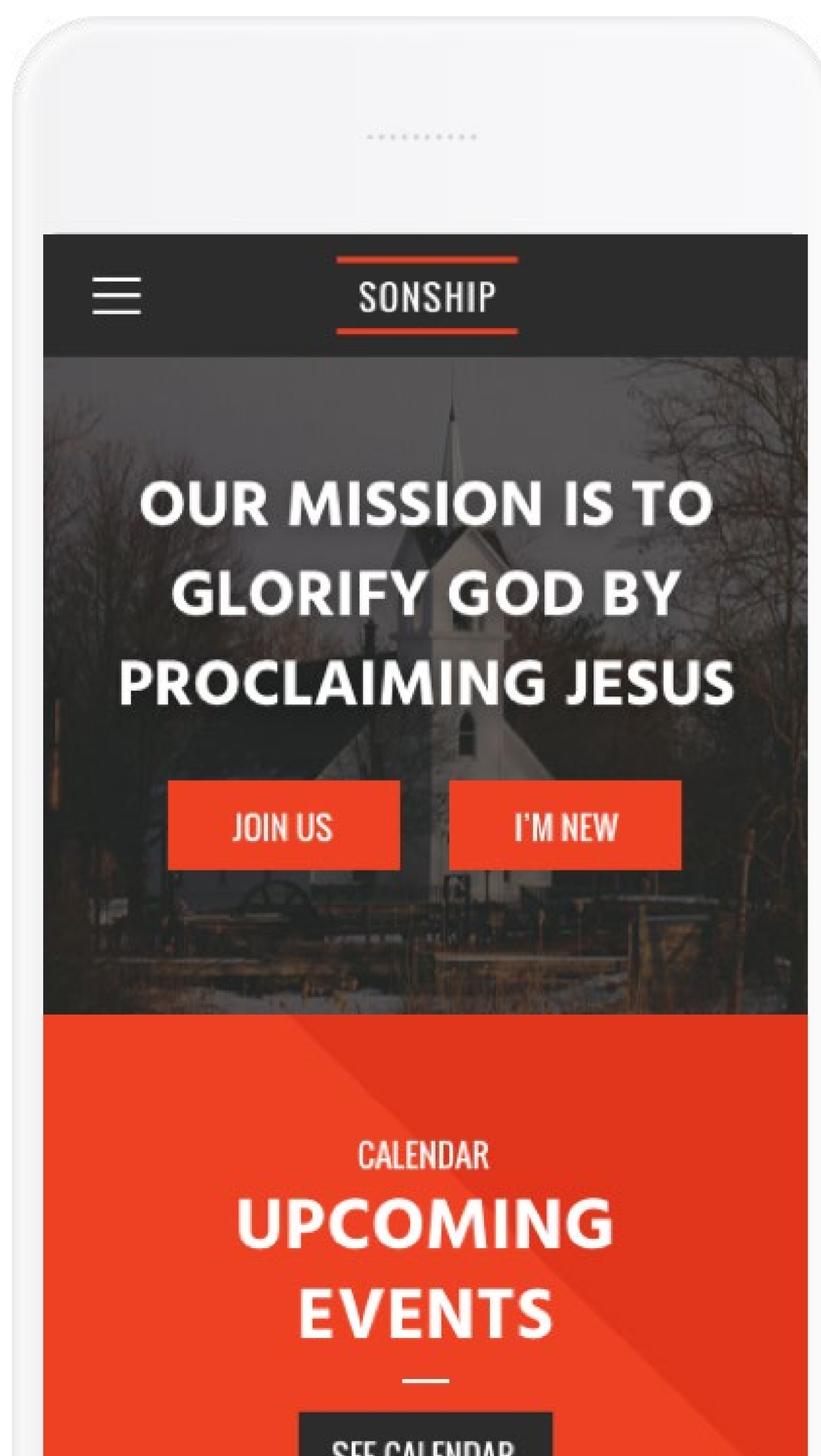
Rule 5

Optimize for mobile

Most people will view your site on their phones. That means your information is scrunched into a small place.

Keeping that in mind, here are a few tips for designing for mobile:

- **Keep copy minimal.** Long chains of text take a while to scroll through on phones.
- **Keep pages short.** The longer someone scrolls, the harder it is for them to take in the page. Be concise.
- **Avoid massive images and text.** Large items don't scale well on mobile.
- **Make buttons and links big enough to tap.** If a link is too small for a fingertip, it won't get opened.



You don't have to be a professional designer to design a beautiful website. If you follow these simple tips, you'll cover the basics of good design.

And if these still feel too daunting, remember that most church website builders do the designing for you. All you have to do is plug in text.

Try it now with [Faithlife Sites](#)—you can be building your site within a minute.



Church Tech with a Mission

Learn how Faithlife Sites is helping churches like yours grow.

Explore our website or schedule a demo with our church website experts to learn how Faithlife Sites helps churches grow in the light of the Bible.

[Learn more](#)

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