



Basic Church Website Package

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Overview

Thank you for considering ao1dev for your church website project! In this document, you will find the complete details of our Basic Church Website Package and what you will receive on the final hand-off. The document will also go over who is responsible for providing what items.

WordPress

Your site will be created using WordPress. WordPress is a powerful Content Management System (CMS) that can help make building a website a smooth process. A huge benefit is that after the initial development of the website you will be able to manage all of the content and items on it without needing to know any programming.

Training

Here at ao1dev, we love to give our clients value. One of the most valuable things we are able to offer is training for your website. When we have finished building your website we will also be including several training videos and resources that will guide you in managing your site. This is not so that we can step away and never talk with you again after we are done, but it is so that you can manage the site confidently without having to feel like we are constantly charging you for every little change.

Domain & Hosting

We can aid you with the purchase of a domain and setting up the hosting account, but you will be responsible for any charges that incur. The reason we don't handle the payments for these is actually to protect you. If we purchase the domain and hosting accounts, then technically they would be owned by ao1dev. We want you to have control of those since they are specific to your organization. Again, we can provide services we trust in order to help you, but you will have to make the purchase.

Design

In order for us to keep the price of this package where it is, we will not be custom-designing the theme for your site. Once we have begun the project, we will choose 3-5 theme options that we think would best suit your vision for your new website. The theme cost is built into the price so you will not have to purchase this separately. Once approved we will install the theme and organize the content. Although we won't be designing anything from scratch, we will definitely be tweaking the design to match your needs including things like colors, spacing, and fonts.

Logo

You will be providing us with the logo for the site.

Images

Your site will have images. Images help attract your visitors and in general make things look really nice. They can also be useful to convey powerful messages. If you have images that you want to use for the site then we will use them and strategize where they should be placed. If you do not have images, we will be using a stock image service to find any relevant images that fit the look and needs of your site.

Pages

We have narrowed down what we believe to be the most essential pages for a church website. These pages are the main pages of your website and will be the ones displayed in the navigation menu. There may be more subpages that are not listed here but are generally just natural progressions of the page hierarchy (i.e. the events page will lead to a single event page, the blog page will lead to single blog articles, etc.) The list of main pages provided in this package are:

- Home page
- About / Mission
- Sermons
- Service Times
- Events
- Give / Tithe / Donate
- Blog / News
- Contact

Page Content

While we can help with some of the content of the website, we will be relying on you to give us the information we need for each page. This is mainly because you know your vision better than anyone else does and we want to make sure that the information you want on the site is what gets put on there.

Home Page

The home page is the front-facing page of your new website and will likely receive the most visits compared to any other page on the site. Our goal for your homepage will be to get the visitors of your site to click on Calls To Action (CTA) to bring them deeper into your website and to the content that they want to view.

Your home page should consist of eye-catching imagery and provide quick views of the different content that is throughout the site. We may include things like a Verse of the Day in a sidebar, or maybe upcoming events. With our expertise, and working along with you, we will devise a plan of action to make your home page stand out and get your visitors interested right away.

About / Mission

An about page will generally list information about your church that you want the public to know. This page is where you can talk about the history of your church, list out pastors and staff of the church, or share your church mission.

Sermons

If your church records the sermons or provides other means of keeping your visitors engaged, then this is the page where that content will belong. Sermons can be posted in video or audio form. This is a great way to allow people who might be thinking of attending your church to get a glimpse of what they can expect. It's also a great resource for any of your current attendees to catch up if they missed a service.

Service Times

A listing of your service times for the church. Service times don't necessarily have to take up an entire page, but instead could be integrated into another page like the home page or the events page. If we want them to always be shown then we can even add them to a sidebar that shows on every page of the site.

Events

Churches have events and what better way to let people know about them than through your website? This page will allow you to add events to inform your visitors of what's coming up so they can plan their schedules ahead of time. The events page will be a list of all of the events that a visitor can click on to get to a single event subpage that will show more details.

Give / Tithe / Donate

If you want to collect tithes or donations through your website we will set you up with a way to do that.

Blog / News

A great way to connect with your visitors and attendees is to keep them updated with the news of the church. A post about a recent missions trip, maybe some stats about baptisms over the weekend, or an article about why they should join a small group - these are all great ways to continue to engage with your audience throughout the week. If you already post content to a Facebook page or other social media account then we can set up auto-posting from within your new site. This means that you can write the article on your site and hit publish to send it to all of the places you need.

Contact

The contact page can be used for letting your audience get in touch with you. We can set up several different types of forms for you from just a basic contact form to a form that has the visitor select the reason for contact. We can also have the form send messages to different email addresses depending on their form selections if that is something you need.

Additional Services

When you purchase the Basic Church Website Package, it also comes with some standard services. These services are provided at a basic level to keep the cost low for you. If you want to explore implementing more advanced uses of these services, then we will be happy to help you with that as well with a separate project or a retainer.

SEO

Search Engine Optimization (SEO) is a way of making it so search engines can find your site and it's content. This service is what causes you to show up at the top of a Google search, for example. ao1dev will take care of the initial set up of basic SEO for any content on the new site. You will also be able to continue to use this tool to continue adding value when the project is complete.

Analytics

We believe that tracking analytics of page views and visitor interactions is vital to the success of a website. Data on these subjects shows you what parts of the site are working and what parts need some strategy. To take advantage of this it will be required that you have a Google or WordPress.com account that can be connected to the site.

Security

Security is important on the web. Even if you aren't collecting user data or information you still want to protect your site from malicious attacks or viruses. With this package, you will get some basic security tools to help prevent these types of attacks. We will also be installing an SSL certificate to your site and making sure everything is served over an encrypted https link.

Site Backups

It's never a good feeling when something breaks and you don't have a way to revert the changes. We will help you mitigate this by setting up a daily or weekly backup system. Files will be sent offsite to a service like Google or Amazon so that you can be sure you will always have access to it in the case of an emergency.

Site Speed

Site speed is vital in today's tech-based world. We will run some performance checks on the site after development and make sure that your site has an acceptable loading speed. Standard speed optimization procedures will be utilized.

Mobile Optimization

In most cases, the theme that we will choose at the start of the project will be made in a way that is optimized for mobile. After we finish setting up all of the pages on the site we will do another run through just to be sure nothing went off the rails during the development. We test on most modern cell-phones as well as popular tablets.

Pricing

We think it is important to be transparent with our pricing. We have designed this package to be a good starting point for a new website while trying to keep the costs as low as possible for you. Below is a table outlining the general price breakdown.

Item	Cost
Install WordPress	\$50
Find & Install a suitable theme	\$150
Page Development & Content insertion	\$1,000
Additional service configuration (Speed, SEO, Backups, etc)	\$300
Total Price	\$1,500

Retainer Savings

If you think you will need additional help after we have completed your site then we would love to get you on a retainer plan with us. On the successful completion of a Basic Church Website Package project, we offer you a 25% discount on our Bronze, Silver, and Gold retainers. This is a contract-based agreement that will last for 3-months at a time and will be billed for 3-months. If you continue the retainer for longer than 3-months we will honor the same discount for each renewal that you stay active - forever. Here is a price breakdown of what the retainers look like with the discount.

Plan Name	Regular Price	Discounted Price	3-month total
Bronze	\$375	\$281.25	\$843.75
Silver	\$625	\$468.75	\$1,406.25
Gold	\$1,250	\$937.50	\$2,812.50

For more information about our retainers, please visit <https://ao1dev.com/retainers>

Next Step

If you are interested in working with us on your church website then the next step in our process is to set up a consultation meeting with you and discuss the project and your vision. We are excited about the possibility of working with you! You can contact us in one of the following ways:

Website: <https://ao1dev.com/contact>

Phone : +1 505.585.4498

Email : contact@ao1dev.com