Parish Website Evaluation Checklist

1. Minimal - Foundational Best Practices

[ ] Homepage loads in < 2 sec on desktop (test with PageSpeed Insights)

[ ] Mobile load time < 3 sec and layout is fully responsive

[ ] Google accessibility score >= 70 (or WAVE audit shows no critical errors)

[ ] Clean, uncluttered design - first impression feels inviting, not busy

[ ] Main navigation has 7 items or fewer

[ ] Service times visible high on the homepage

[ ] Service times repeated in the footer (visible on every page)

[ ] Contact link in main navigation

[ ] Contact info repeated in footer

[ ] No content on the homepage older than one year

2. Friendly - Welcoming the Visitor

[ ] Strong headline or greeting that speaks to newcomers

[ ] Clear primary Call to Action near the top (Plan a Visit, Learn, etc.)

[ ] Warm welcome message or short video introducing the parish

[ ] Candid photos of parish life on homepage (people, not just buildings)

[ ] 'Visit' button or section on homepage

[ ] 'Visit' or 'New Here?' link in main navigation

[ ] Dedicated visitor page answers parking, kids, attire, what to expect

[ ] 'Learn' link in main navigation

[ ] Learning page with curated videos or articles about Orthodoxy

[ ] Donation button not in main navigation (placed in footer or portal)

3. Engaging - Creating Two-Way Interaction

[ ] Ask a Question form for faith or parish inquiries

[ ] Plan Your Visit form to let you know guests are coming

[ ] Prayer Request form that routes requests to priest or prayer team

[ ] Coffee / Meet-up invitation form for casual conversation