

| Web Company | Type | Start Up Cost | Monthly Cost | Yearly Costs: \$ | Pros | Cons |
|---|---|---------------|--------------------|---|--|--|
| Local Web Design | Full Service | \$1000-2000 | \$50-100 | \$1600-3200 | <ul style="list-style-type: none"> *No web expertise needed. *They create and maintain the website. *Personal Support: Work will local people that you can meet with personally. *Support local business. *Get Hosting, Domain, and Web design package. | <ul style="list-style-type: none"> *Higher costs. *Not always guaranteed that things will get done when you need them to. *Prices vary depending on location. |
| Faith Connector | Semi-Full Service | \$250 | \$54 | 1 st : \$900 2 nd : \$650 | <ul style="list-style-type: none"> *No web expertise needed. *They do all the initial work creating the site. *You maintain it yourself so things can be done quickly. *Includes hosting. *SEO (Search Engine Optimization) done for you. *30 Plus Designs to choose from. * Responsive Site: Looks good on all devices. *Reasonable Start Up Fee *Get Hosting, Domain, and Web design package. | <ul style="list-style-type: none"> *Higher monthly fee. *Work with predetermined design (it can be customized but other churches in your area man have similar layout). *Working with someone in another location. |
| Clover Sites | Semi-Full Service | \$1000 | \$20 | 1 st : \$1240 2 nd : \$240 | <ul style="list-style-type: none"> *No web expertise needed. *They do all the initial work creating the site. *You maintain it yourself so things can be done quickly. *Includes hosting. *SEO (Search Engine Optimization) done for you. *30 Plus Designs to choose from. * Responsive Site: Looks good on all devices. *Reasonable monthly fee. *Get Hosting, Domain, and Web design package. | <ul style="list-style-type: none"> *Higher start up fee. *Work with predetermined design (it can be customized but other churches in your area man have similar layout). *Working with someone in another location. |
| Frugal Fox Design or a local Wordpress | Wordpress Setup & Self Manage -Company creates the initial site with themes you can lean how | \$350-\$500 | \$5-20 for hosting | 1 st : \$410-\$750 2 nd : \$60-\$240 | <ul style="list-style-type: none"> *No web expertise needed *They do all the initial work creating the site. You work with companies that know church sites. *Highly customizable –many different options. *Many companies will also help you set up Facebook, Google and Bing Places, Yelp, Etc as part of package. *You can learn maintain it yourself so things can be done quickly. *SEO (Search Engine Optimization) done for you. * Responsive Site: Looks good on all devices. *Reasonable monthly fee. | <ul style="list-style-type: none"> *May work with someone in another location. |

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| | to manage. | | | | | |
| Responsive WordPress Theme: WooThemes and Theme Forrest | Self Created | \$30-100 for WordPress Theme | \$5-20 for hosting BlueHost (\$5-8 a month) | 1 st : \$90-\$340 2 nd : \$60-\$240 | *Overall cost! *Most themes require little web expertise. They are similar to a WordProcessor. *Theme does coding. You do layout. *You maintain it yourself so things can be done quickly. *You can connect to Facebook easily using widgets. | *You do the initial set up work. *Purchase theme and hosting from two different companies. *You need to set up your own SEO Options through a widget. |
| Website Software: (Rapidweaver Dreamweaver , etc.) | Self Created | \$80-300 | \$5-20 for hosting BlueHost (\$5-8 a month) | 1 st : \$170-\$540 2 nd : \$60-\$240 | *You have software that you can use for multiple sites. *You can modify things whenever you need it done. *You can create everything from scratch so endless design possibilities | *Software will require upgrades. *Takes a while to learn software. *Purchase software and hosting from two different companies. |
| Homestead (Intuit) Sites | Bare Bones | | \$5 | \$60 | *Lots of templates *Low Cost | *No SEO (Search Engine Optimization) done for you. *Not as Professional |
| Google Sites | Bare Bones | \$10 | | \$10 | *Limited Number of designs *Very low cast | *No SEO (Search Engine Optimization) done for you. *Not as professional |

⌘ These are the prices at the time of this posting. Click on links to see current prices.

There are a variety of different web site companies out there that you can chose from. We have compared 1-2 options in each subcategory listed below that we have worked with or that our friends have spoken highly of.

Full Service: These companies do all the work of creating and maintaining your site.

Semi-Full Service: These companies do all the initial set up work. You update it after that via their proprietary system. There are many options. Our friends have used [Faith Connector](#) and [Clover Sites](#) and really liked them which is why we recommend them.

Wordpress Setup & Self Manage: You hire a company to create the initial site and do all the initial SEO stuff. They use a Wordpress theme that are easy for you to lean how to manage. You can also hire them to do work for a monthly fee. [Frugal Fox Design](#) is a great example of one. You might be able to find one local as well.

Self Created: You create the site yourself using a WordPress theme or design software and use a hosting company to store them online. Make sure you a responsive site that will look good on all devices. We recommend [WooThemes](#) and [Theme Forrest](#) (We use [Goodlayers themes](#) and really like them). We recommend [BlueHost](#). They offer great pricing and unlimited everything (bandwidth, domains, etc.)

BareBones: If you have little to no budget, we would suggest Google sites. You can use one of their templates and register your domain for as little at \$10.

Questions to ask yourself when deciding what route to go with:

- 1) **What is my website budget?** This is the most fundamental question. You can spend extra money in your budget on Google AdWords.
 - a. **\$2000+ a year:** Consider all the options.
 - b. **\$800-1500 a year:** Consider Semi Full Service, Wordpress Setup & Self Manage or WordPress Themes.
 - c. **\$500-\$750 a year:** Consider FaithConnector, Wordpress Setup & Self Manage or WordPress Themes.
 - d. **\$250-\$475 a year:** Consider a Wordpress Setup & Self Manage or WordPress Theme.
 - e. **Less Than \$250:** Consider Bare bones options like Homestead (Intuit) and Google Sites.

- 2) **Do I have people that have some tech skills that can help create a new site and**
 - a. **Yes:**
 - i. **Look at WordPress Site Options.** They are very cost effective and give you a ton of flexibility. I would recommend that you buy a Responsive template to make it easier to work with. You can set them up yourself or hire someone else to do it if you have the money.
 - ii. **Look at Wordpress Setup & Self Manage**
 - iii. **Look at Semi-Full Service Options:**
 - b. **No:**
 - i. Look at Full Service Options if your budget allows.
 - ii. Look at Semi- Full Service Options within your budgets.
 - iii. Look at Wordpress Setup & Self Manage
 - iv. Look at WordPress Site Options and hire a company to set it up for you if your budget allows.

- 3) **How often do a complete overhaul of my website?**
 - a. Every couple of years: WordPress Theme or FaithConnector may be an option.
 - b. Every 5 Years: Local Design Company, Clover, FaithConnector, Wordpress Setup & Self Manage or WordPress Themes might all be options depending on your budget.



**Church Web
Tool Kit.com**

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