

# YOUR CHURCH'S DIGITAL FRONT DOOR

---

## *A First Impression Audit*

Episode 325

### **The First-Time Guest Digital Audit**

Most church leaders focus on Sunday mornings – but guests decide what they think before they arrive. Use this checklist to see your digital presence through fresh eyes.

#### **Website Basics**

- Service time visible on front page without scrolling?
- Physical address on front page?
- Clear next step for first-time guests?
- Site loads quickly on mobile?
- Photos reflect your actual congregation?

#### **Social Media**

- Facebook or Instagram active within two weeks?
- Posts show culture and warmth?
- Bio has address, website, service times?

#### **Video & Sermons**

- Find a recent sermon within 60 seconds?
- Video quality represents your church well?
- Newcomer would feel welcomed?

#### **Reflection Prompts**

- 1. What would a first-time guest conclude from 5 minutes online?*
- 2. Is your resistance to digital change rooted in principle or preference?*

#### **Your Next Step**

Spend 15 minutes auditing your church digital presence as a complete outsider. Write down three observations. Bring them to your team.