

# THE FIRST FRAMEWORK

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## Your Church Website Audit

Episode 326

Most church leaders know their website needs work but don't know where to start. The FIRST framework gives you a five-point lens to evaluate your digital front door.

### Rate Each Area 1-3

#### F — Fast

Does your site load in under 2 seconds? Dedicated or shared hosting?

*Action: Run Google PageSpeed Insights. Below 70 = contact host.*

#### I — Interactive

Video or engagement elements? Real photos of your people?

*Action: Replace stock photos. Add one video to homepage.*

#### R — Responsive

Pull up your site on a phone. Do you pinch and zoom?

*Action: Test on phone and tablet. Flag anything that breaks.*

#### S — Secure

SSL certificate (padlock icon)? Trusted giving platform?

*Action: If site shows 'Not Secure' — contact web host immediately.*

#### T — Turnkey Automated

Service times findable in 10 seconds? Forms get auto follow-up?

*Action: Identify one manual process and automate it.*

### Reflection Prompts

- 1. If someone visited your website tonight, what impression would they walk away with?*
- 2. Which FIRST area is your biggest gap — and what can you do this week?*