

# The Wild Wild Web

Taming the wild, wild web in one hour... Maybe

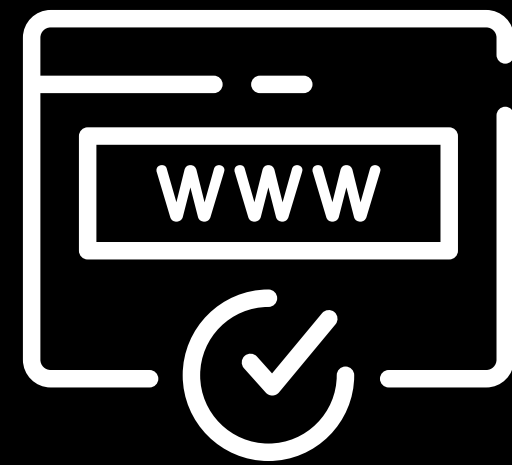
Delano Myers | Sunday Feb 4, 2024

# Delano Myers

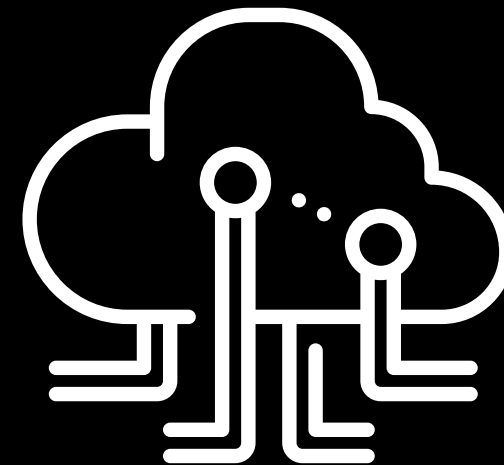


# Website Basics

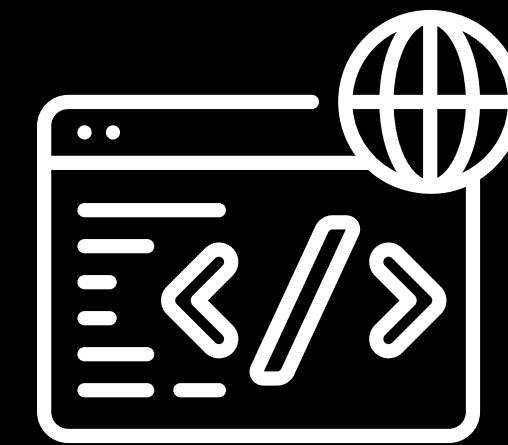
The anatomy of the website



Domain



Hosting



Content

# Website Design

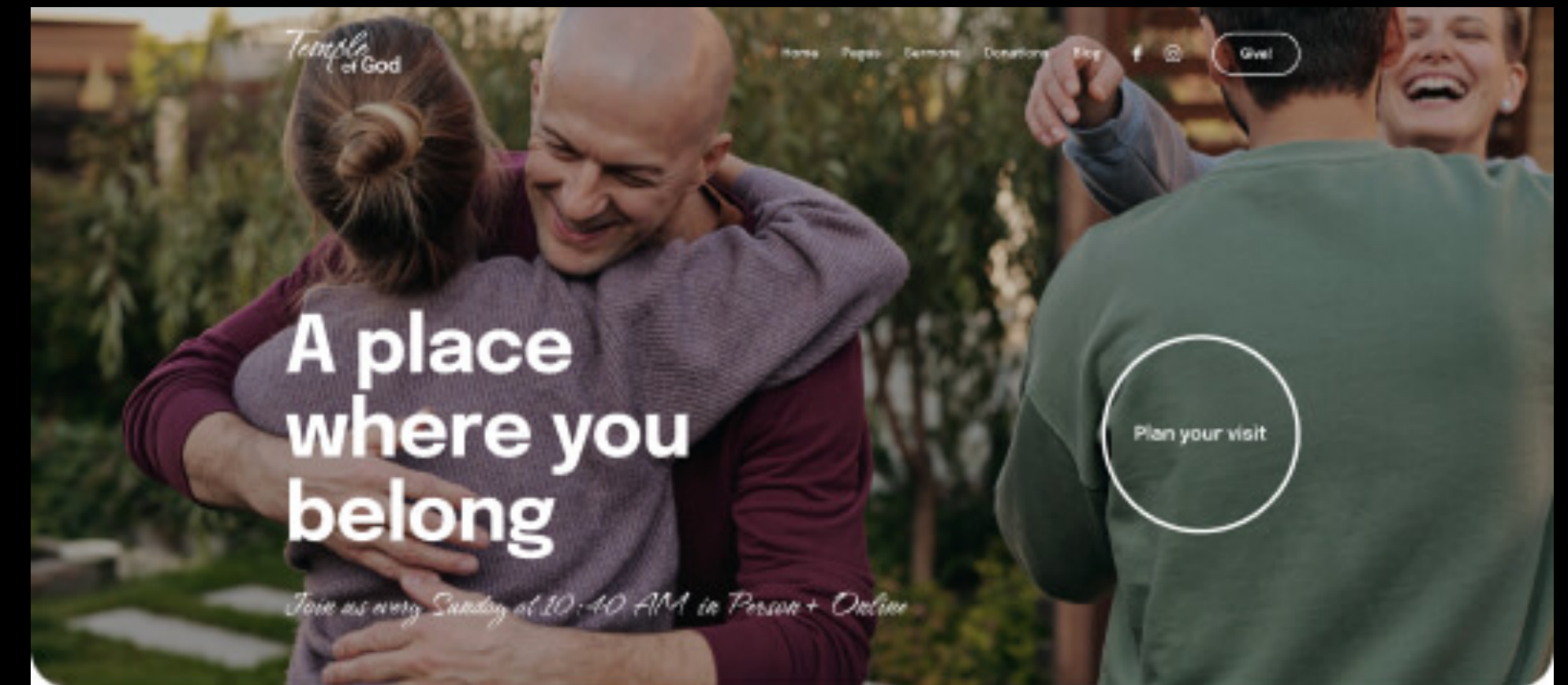
## Key Principles

Simplicity

Consistency

Accessibility

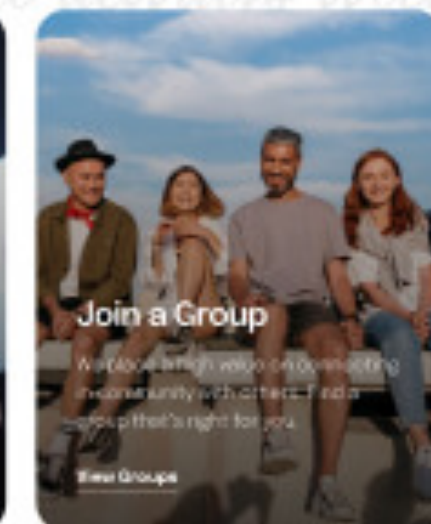
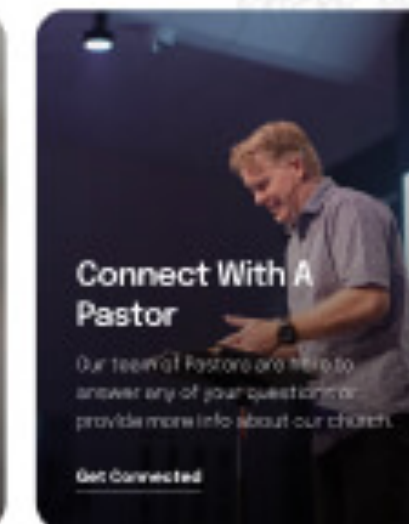
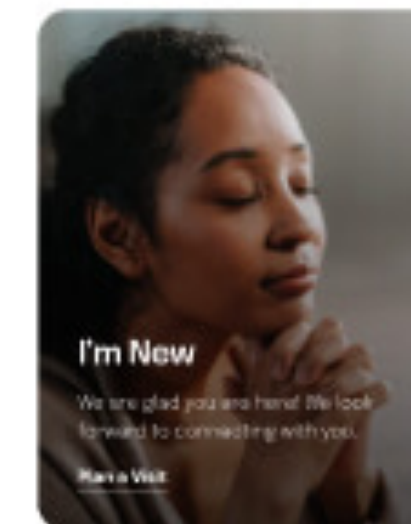
Responsiveness



A church that believes in  
Jesus, a church that loves  
God and people

Overwhelmed by the gift of salvation we have found in Jesus, we have a heart for authentic worship, are passionate about the local church, and are on mission to see God's kingdom established across the earth.

*you are always welcome here!*



BELIEFS THAT UNITE US

Empowered by  
God to reach  
others for Christ

Our community makes us unique. They have an energy that reverberates around them. Their mission in life is to



# Content Creation



# Search Engine Optimization

## Key Principles

### On-Page SEO

Using the right keywords, having clear title tags, and meta descriptions that tell search engines what your page is about.

### Off-Page SEO

Building a reputation through links from other reputable sites, social media engagement, and other external factors.

# Top Search Engines

Google

Yandex

Ask.com

AOL

Bing

DuckDuckGo

Naver

Internet Archive

Yahoo!

Baidu

Ecosia

# Search Engine Optimization

## Tools

Google Search Console

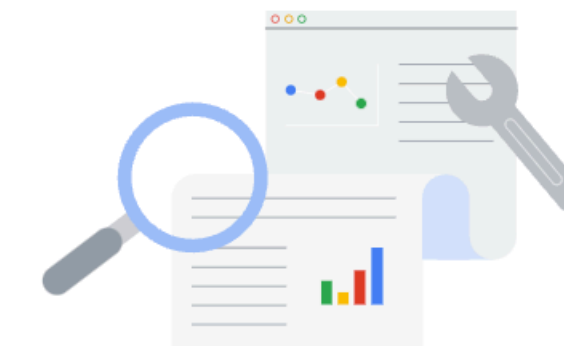
[www.search.google.com/search-console/about](https://www.search.google.com/search-console/about)

Google Search Console

### Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now



### Optimize your content with Search Analytics

See which queries bring users to your site. Analyze your site's impressions, clicks, and position on Google Search.

### Get your content on Google

Submit sitemaps and individual URLs for crawling. Review your index coverage to make sure that Google has the freshest view of your site.

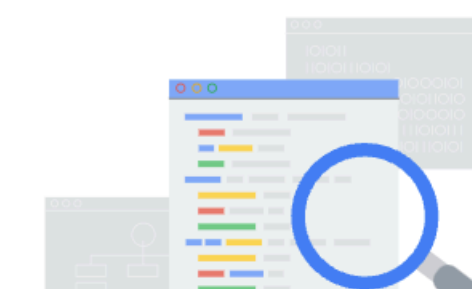


### Get alerted on issues and fix your site

Receive email alerts when Google identifies issues on your site. See which URLs are affected by these issues and tell Google when you've fixed them.

### Understand how Google Search sees your pages

The URL Inspection tool provides detailed crawl, index, and serving information about your pages, directly from the Google index.





Google has over 85% of the search market share, Google is undoubtedly the most popular search engine. Additionally, Google captures almost [95% of mobile traffic](#).

# Search Engine Optimization

## Tools



[www.bing.com/webmasters/about](http://www.bing.com/webmasters/about)

## Want more users for your site?

Get your site's performance data, take advantage of free SEO tools and analyse insights to improve your page rankings on Bing search results.

[Get started](#)



## Get insights into your site

Understand what leads people to your site, what people are searching for and focus on increasing traffic to your site with our reports and tools and get personalised messages and alerts for your sites.



Dashboard



SEO tools



Reporting tools



Diagnostic tools



Communication

[Sign Up →](#)  
to see more insights

## SEO features

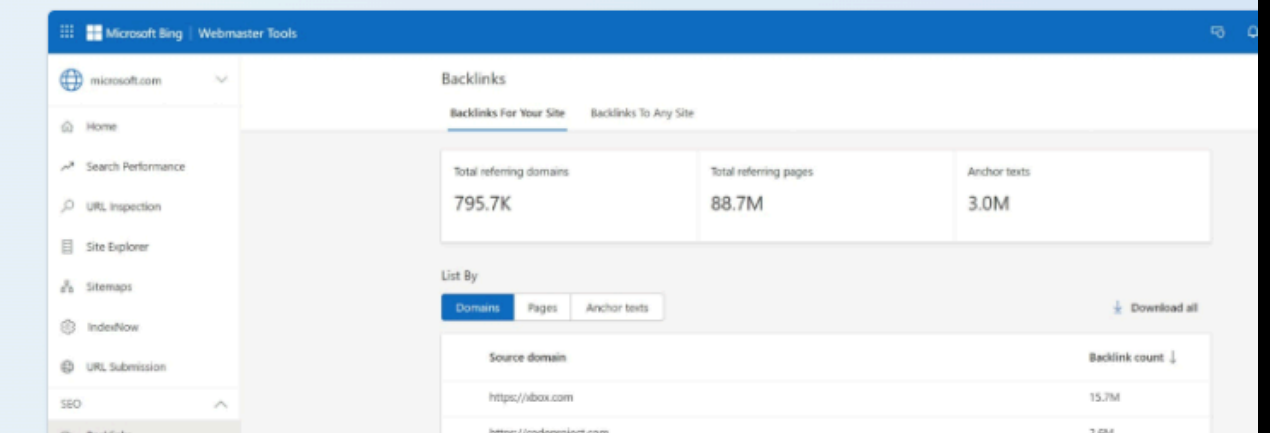
Our unique SEO tools let you explore your site, analyse backlinks, manage keywords and more to help your website reach to your targeted website fast and first.

### Backlinks

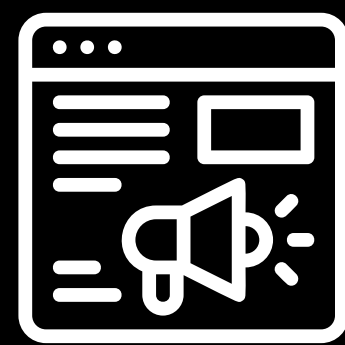
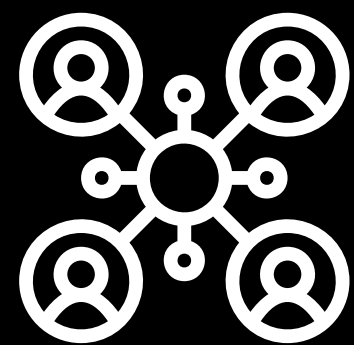
Your sites backlink profile helps analyse the referring pages, domains and anchor texts

### Keyword research

Keyword Research allows you to check the phrases and keywords that searchers are querying for and their corresponding search volumes.



# Analytics and Metrics



Understanding how visitors interact with your site is crucial. Tools like Google Analytics provide insights into where your traffic comes from, how long people stay, and what content they find most engaging. This data helps you make informed decisions on how to improve your site.

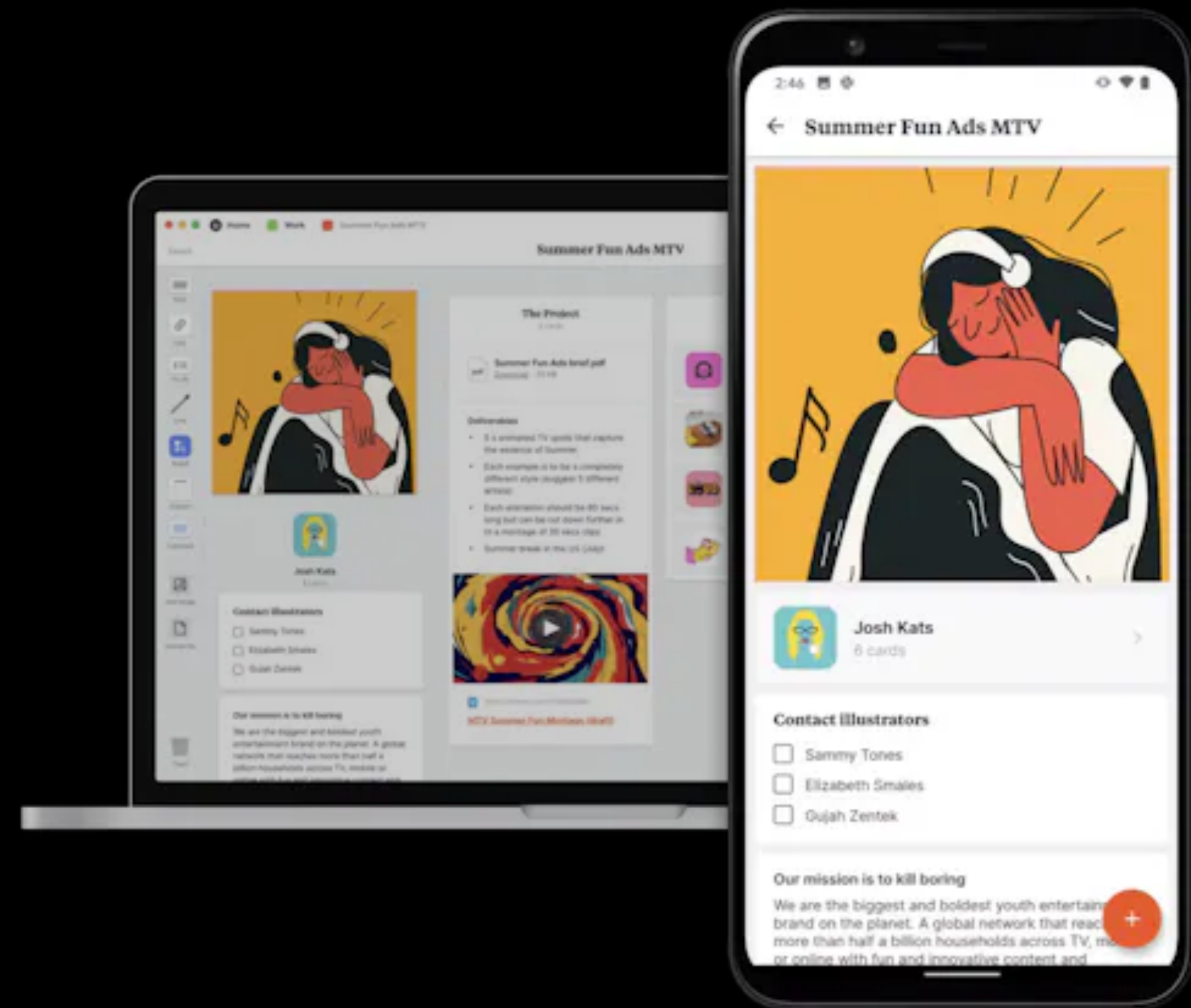
# Social Media Integration

Integrating social media into your site does more than just add share buttons. It's about creating a cohesive experience that allows visitors to connect with you on platforms they use daily. Best practices include linking to your social profiles, showcasing social feeds on your site, and encouraging content sharing.



# Mobile App Integration

In today's mobile-first world, having a site that's just mobile-friendly isn't enough. Consider integrating web apps that offer functionalities like push notifications, offline usage, and more, enhancing the user experience even further.



# Web Accessibility

## Use Semantic HTML

Ensure that HTML elements are used according to their intended purpose, which helps screen readers and assistive technologies interpret page structure.

## Alt Text for Images

Provide descriptive alt text for all images. This allows users with visual impairments to understand images through screen readers.

## Keyboard Navigation

Ensure your site can be fully navigated using a keyboard alone, allowing users who cannot use a mouse to access all elements.

## Contrast Ratios

Maintain high contrast ratios between text and background colors to ensure readability for users with visual impairments.

## Accessible Forms

Label form elements clearly, and provide instructions and feedback, making forms usable for everyone.

## Avoid Auto-Playing Media

Ensure that HTML elements are used according to their intended purpose, which helps screen readers and assistive technologies interpret page structure.

## Responsive Design

Implement a responsive design that works on various devices and screen sizes, ensuring accessibility on mobile phones, tablets, and desktops.

## Accessibility Testing

Perform regular accessibility checks using both automated tools and manual testing, including testing with actual users who have disabilities, to identify and fix accessibility barriers.

# Troubleshooting and Maintenance:

No website is set-and-forget. Regular updates, security checks, and content refreshes are vital. Common issues include broken links, outdated content, and slow loading times. Having a routine maintenance plan can help keep your site running smoothly.

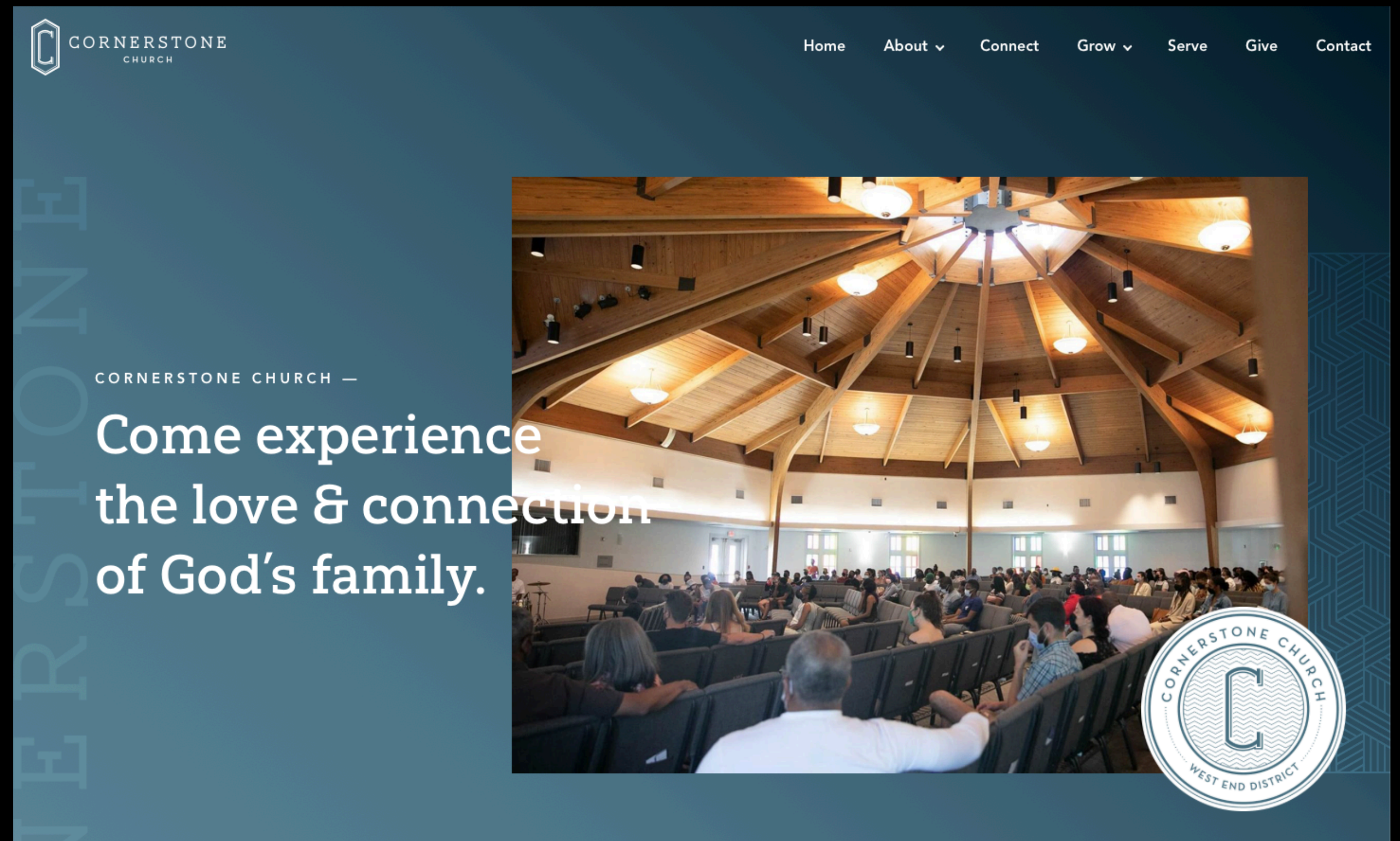
# Notable Church Websites

<https://elevationchurch.org/>

<https://cornerstoneatl.org/>

<https://mosaic.org/>

<https://churchonamission.org/>



# Delano Myers



**Delano Myers**  
Designer @ AirVu Media

