

Website Brochure

Presented by



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1.0 Introduction

1.1 About UK Churches

UK Churches is a UK based Company committed to raising the profile of churches and ministries on the Internet. Our foremost belief is that the standards of presentation that have become the norm in the corporate and business world should be matched, if not exceeded by organisations and individuals that represent the Kingdom of God.

We draw from an experienced base of personnel and our aim is to provide the ultimate in skills diversity and adaptability to exceed your expectations.

1.2 Our Resources

Other resources of UK Churches include a professionally configured studio environment, cutting edge multimedia hardware, with the latest in software, to ensure that the highest quality sites are produced.

1.3 The Team

With a team of expert web and graphic designers, we are responsible for some of the greatest designs for ministries and corporate companies across the globe.

Our core aim is to keep the design process simple but allow you to have the type of platform to grow and expand.

Our design process is simple and easy and once your project is completed, we complete a thorough site review. From navigation and ease of interaction, to page loading time; every possible angle is covered to ensure that you receive the maximum benefit.

2.0 Objectives

Your website must fulfil the following objectives:

- Establish a professional web presence.
- Raise the profile and image of the organisation with a professional, modern, fresh, relevant look and feel.
- Provide ongoing concise and useful information.
- Provide accessible ways for visitors to interact with you.

Site Design Method

We recommend that you have a system that caters for expansion and flexibility in allowing the content of the site to grow.

As a part of our dynamic development method, every site that we construct is built with an eye on the future, with expansion and flexibility being the key components.

Please remember, in our fast paced world, with busy schedules and limited attention spans, the competition is very high to get your message across.

The following characteristics not only make a successful website, they also form the foundation of our development process and we use these guidelines to inform any recommendation we make.

Your Site:

- Should be easy to navigate
- Should be visually appealing
- Should load quickly
- Should be compatible with all recent major web-browsers
- Should contain well presented and easily located information
- Should be interactive
- Should be updated with fresh content to encourage repeat visits

All of our websites packages contain the following Features + Benefits



World Class Website Design

Our sites are beautifully designed by our in-house designers which makes them exclusive to UK Churches. We don't compromise our standard of design regardless of the package you choose. We don't think there's anyone out there who provides the standard of design we provide, coupled with the sheer comprehensiveness of our features for anywhere near the prices we offer.



Private Area to Monitor Your Project

Our custom built Admin Centre has been designed to allow you to interact with your project and monitor its progress. It is possible to manage your entire project here from start to finish.



Hosting and Support

Hosting is the space on the Internet where your website resides. We have our own servers complete with all the technology to make your site run quickly and efficiently with a full suite of functions including email, databases and domain management.

Our support package gives you technical support for your website to keep it running as it should. Our content management system provides an easy to use platform to manage all the features of your website from under one roof, and we're on hand to help you if you get stuck.



Domain Name Purchase / Management

If you don't already have a domain name (www.anychurch.com) we will purchase and maintain your domain name for you. If you already have a domain name, we can administer this to point to our servers.



Email Addresses

Starter = 10, Plus = 20 Premium = unlimited

Our email system allows you to check your email from wherever you are. You can opt for full email POP3 accounts or just simple forwarding addresses if you want to collect all your email in one place.



Content Management System

The WordPress content management system lets you update the pages of your site easily and quickly. We have step by step [video tutorials](#) that will help you get started. WordPress gives you the ability to update your site's content from any computer connected to the Internet, wherever you are. It also allows you to assign different users to manage different parts of your site.



Blog

(Plus, Premium only)

Our websites are based on the excellent WordPress platform which provides your Blog and content management system. There is an easy to use control panel that allows you to add and update content on your site, as and when you choose. This means that you can alter the content (images and text) of the non-template parts of your website without having to contact us to do it for you.

Unlimited Categories

Most churches use their blog to post latest news and events, but you can also use it to upload audio sermon podcasts, images, Youtube videos, blog posts and just about any other content that you want your visitors to see. Create as many categories as you like to organise this content.

WYSIWYG Editor

WordPress provides an editor that allows you to use formatting tools to enter and edit your text content just like you would in a word processor.

Separate Accounts for Your Church Team

You can have multiple users set up on your blog with varying access levels to help maintain the website and keep it fresh.

Subscribe to RSS

This feature allows your site visitors to subscribe to your blog so they can read your blog posts in an RSS feed reader.

Send Group Emails

You can also send out periodic e-mails to either your entire database, or selected recipients highlighting a new teaching series, upcoming events or even a sales promotion for your business.

Password Protected Pages

Keep uploaded documents for specific church members safe by password protecting certain pages.

Site Search

A search facility lets visitors to your site easily search for information they are looking for.

Automatic Photo resizing

Your uploaded photos will automatically be resized to a more suitable size. WordPress lets you choose from various sizes of your image as you insert it to your page or resize or crop it manually.

Activate posts for discussion

Enabling discussion on your site helps to create a community around your site. Visitors and congregation members/clients can comment on your posts or you can allow certain members to have their own user account to post their own content.

For further examples of a blog in action click on the links below and when you get to the site click on the news/events or blog tabs...

[Beverley Community Church](#)

[All Saints Church](#)

[Wisdom for Women International](#)



Events Calendar

Your events calendar is a convenient feature that highlights all the events that you add in your WordPress control panel. Your events are automatically displayed on your homepage. Place your upcoming visiting speakers, seminars or special offers here so that your visitors are kept fully up to date.



Photo Gallery

A photo gallery is an excellent way to give newcomers to your site the opportunity to get an idea of your church life and community. Our excellent gallery allows users to view your individual images organised neatly into albums or view images in a slideshow.



Audio Sermons and Video

(Plus, Premium only)

Our Packages give you the opportunity to enjoy audio and video facilities. You will be able to upload your own mp3 files so visitors can listen online through your site or subscribe to your podcast through iTunes!

[Click here](#) to learn more about the tools you may need to support your audio needs.

Video can be added to a YouTube or Vimeo account and then embedded into a page in your blog with the greatest of ease.

To learn more about the tools you may need to support Video on your site, see our [video faq](#).



Rotating Image Banner

(Premium only)

An excellent feature that allows you to showcase a slideshow of images in the header area of your site. These images can be advertisements for events, scripture, slogans or simply images. We start off your site with up to 5 banner designs.

When you are ready for the banner to be populated with images, simply send us the text you would like to appear on each slide (up to 5 slides) and the appropriate images to go with them. If you would like to choose specific images, you can do so using www.123rf.com and send us the image number, or you can upload the images to us using our file upload tool. All of this can be done through the form in our Admin Centre.

[Check out an example of the banner in action.](#)

(Rotating banners can be purchased separately for Starter and Plus packages.)



Receive Donations and Payments Online

(Plus, Premium only)

Donations allow a visitor to your site to donate any amount they wish as a single payment.

This is standard feature on all of our websites and only requires you to set up an account with PayPal. You will need to provide us with the email address and password for the account so we can integrate it with your site.

E-commerce – sell ministry products online

We do not provide an E-commerce solution but we have partnered with Shopify to provide you with a portal to sell your products online.

There are 2 types of site integration

Basic – You use a predefined store look from Shopify personalised with your logo.

Advanced – we customise your shop and integrate it to your site. (subject to quotation)

[Shopify](#) is a separate subscription service.

3.0 What makes us unique?

Our Process

Our process enables us to approach your site design in a unique way.

The image below shows a screen from our client admin area.

The admin area shows our process from start to finish, and gives you the opportunity to view and comment on designs, instruct amends and sign off your design at every stage of development until completion.

The screenshot displays the UK churches client admin area. At the top, there is a navigation bar with links for 'Main Menu', 'Edit Personal Details', 'Support', 'CALL us on 0117 230 73 74', and 'Logout'. Below this is the UK churches logo and two buttons: 'NEED HELP? CHECK OUR USER GUIDE' and 'LOG A SUPPORT REQUEST'. The main heading is 'UKC Test Account'. A progress bar shows the following stages: 'Site Info', 'Design', 'Select Package', 'Content', 'Launch Site' (highlighted in red), and 'Site Active'. The 'Launch Site' section contains a 'Sign Off and Launch' box with a green checkmark icon and the text: 'Your site is ready for launch! Before you launch your site, please complete the actions on the right and ensure you have read and agree to our terms and conditions. By clicking the launch button, you are confirming that you have viewed all relevant tutorial material relating to the editable features of your site, and used the tutorial information to add the type of content that you will use to update your site from time to time. i.e. text, images, upload files. After your site is launched you will be solely responsible for the upkeep of its content. As well as referring you to our comprehensive support section containing walkthrough videos and articles to help you use your new website, our support team will be on hand to tackle the non editable sections of your site and troubleshoot any problems you might encounter. Please click the Launch button to the right to instruct our team to make your site live. >> Site Launch Help'. To the right of this box is a 'Launch Site - What You Can Do Now' section with a green background, listing: 'Enter Your Domain Details', 'Enter Your Required Email Addresses', 'Enter Your PayPal Details', and 'Launch WordPress'. Below these are fields for 'WordPress Username:' and 'WordPress Password:', and a green 'LAUNCH >>' button. The UK churches logo is visible in the bottom right corner.

3.1 What makes a great website?

Contrary to popular opinion, a great website design is not limited to the graphic appearance of the website. What makes a great website is the combination of concise information laid out in a clear manner, presented in a quality design that loads quickly.

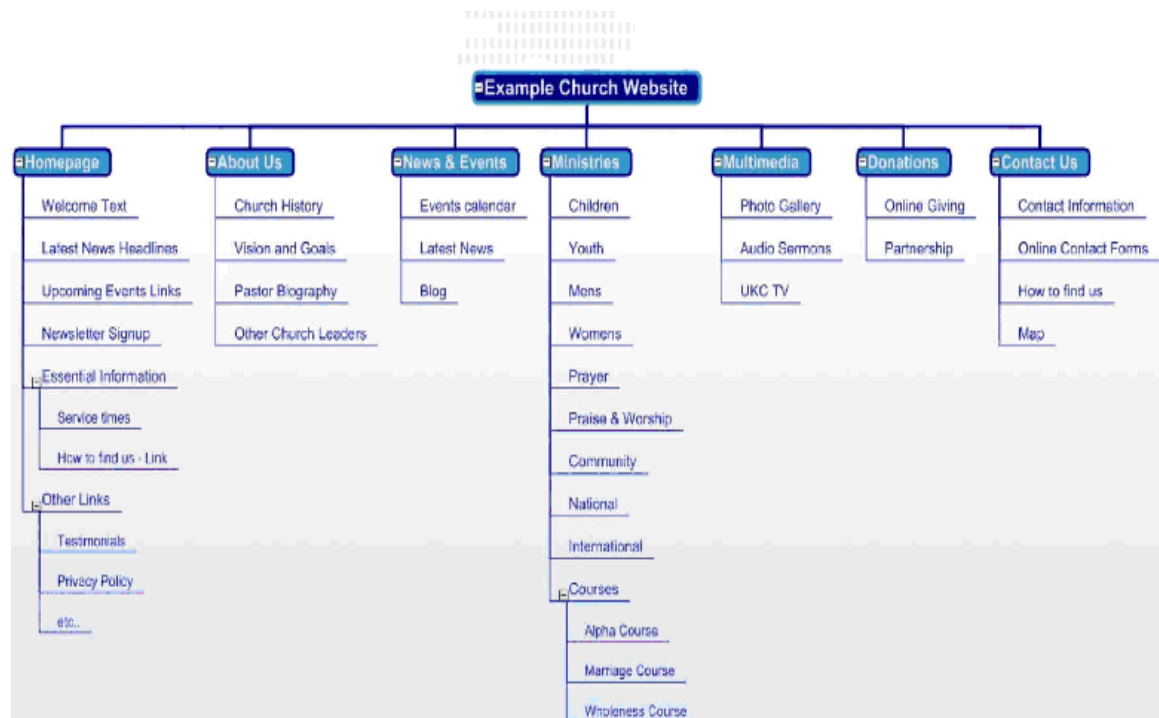
To ensure that this occurs, we help you focus on your sitemap.

What is a sitemap?

A sitemap is the list of pages that are well planned and agreed upon before the actual graphic design begins. A sitemap ensures that the information on your website will be well presented and that any key information that needs to be viewed or acted upon by your site visitors is not lost.

The graphic below is an example of a ministry site map.

Once this is tailored to suit your organisation and we have the remaining key information that we need from you, we then move on to the actual design phase of the site.



3.2 What makes a great design?

A great design is the combination of well presented accessible information, as well as a colour scheme and images that reflect your current audience and your future direction.

After collecting the design guideline information you give us (including your sitemap), you can then choose a template design from our exclusive collection.

4.0 How long does it take and how much will it cost?

Our online administration centre is in place to ensure that the communication is regular and we will communicate with you regularly by email and text notifications, and where necessary, by phone.

Your site will be built and ready for preview no more than 10 working days from date you approve your design, provided that you have submitted all of the necessary materials to enable the website to be built.

COSTS & PAYMENT

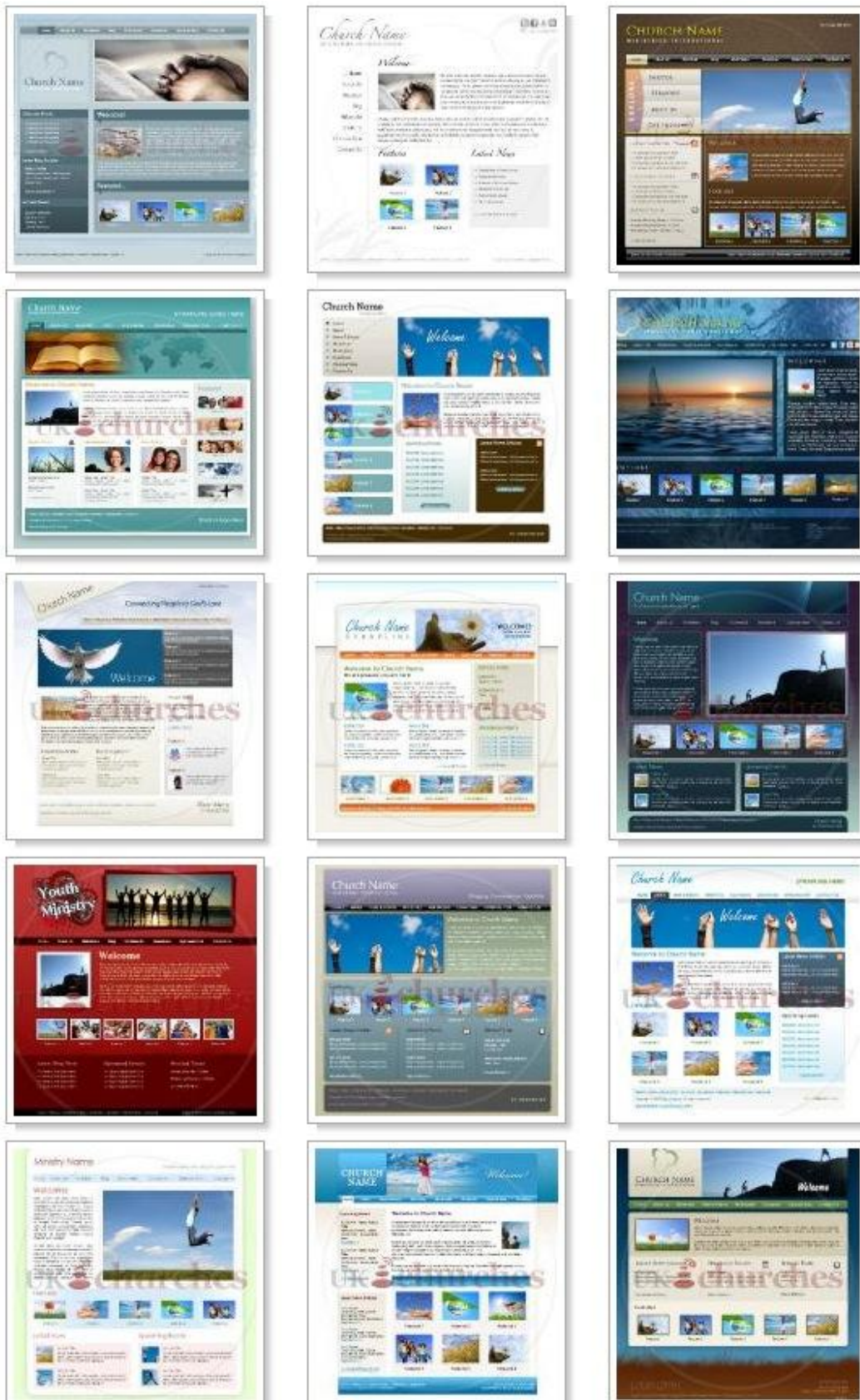
In addition to our amazing packages which include a huge array of features, there's no sign up fee and you are not tied to a fixed contract. (Only 30 days notice required)

Decide which package is right for you using our [feature chart](#) below.

	Starter	Plus	Premium
Design			
World Class Website Design	✓	✓	✓
Rotating Image Banners	✗	✗	✓
Features			
Web Pages	50	50	Unlimited
Bandwidth	2.5 GB	2.5 GB	Unlimited
Online Storage	1 GB	2 GB	5GB
Email Addresses	10	20	Unlimited
Easy to use control panel to manage your website	✓	✓	✓
Blog	✗	✓	✓
Events Calendar	✓	✓	✓
Photo Gallery	✓	✓	✓
Audio Podcasting	✗	✓	✓
Video Integration	✓	✓	✓
Accept donations	✗	✓	✓
Web Forms	✓	✓	✓
Send Newsletters	✗	✓	✓
Google Maps and Analytics	✓	✓	✓
Social Media Icons	✓	✓	✓
Member Database	✗	✗	✓
Support			
Private Area to monitor your project	✓	✓	✓
Domain name Purchase / Management	✓	✓	✓
Support ticket system and phone support	✗	✓	✓
Pricing	£149 per year	£19.95 per month	£39.95 per month
Sign up is free – you won't pay a thing til you've chosen your design!	GO!	GO!	GO!

5.0 Sites for review

Please feel free to take a look at some of the [websites we have produced](#):



6.0 What happens next?

The next step is for you to assess whether or not the way in which we work will move you forward.

If you would like us to work with you on this project, please go to www.ukchurches.co.uk and sign up for your free account. You will then immediately receive instructions in your e-mail Inbox on how to proceed with your website design and build. **There is nothing to pay until after you have chosen your design!**

Why use us?

We have the expertise and experience of handling 100s of web design projects to ensure the trouble-free and effective management of your website – from its conception to ongoing management. Our team is highly professional and committed to enabling you to be represented to the highest standard, online.

Thank you for taking the time to study our brochure; we look forward to working with you.