



broken sheep llc
helping churches embody 1 > 99

Improving Your Church's Web Presence

Eric Seiberling

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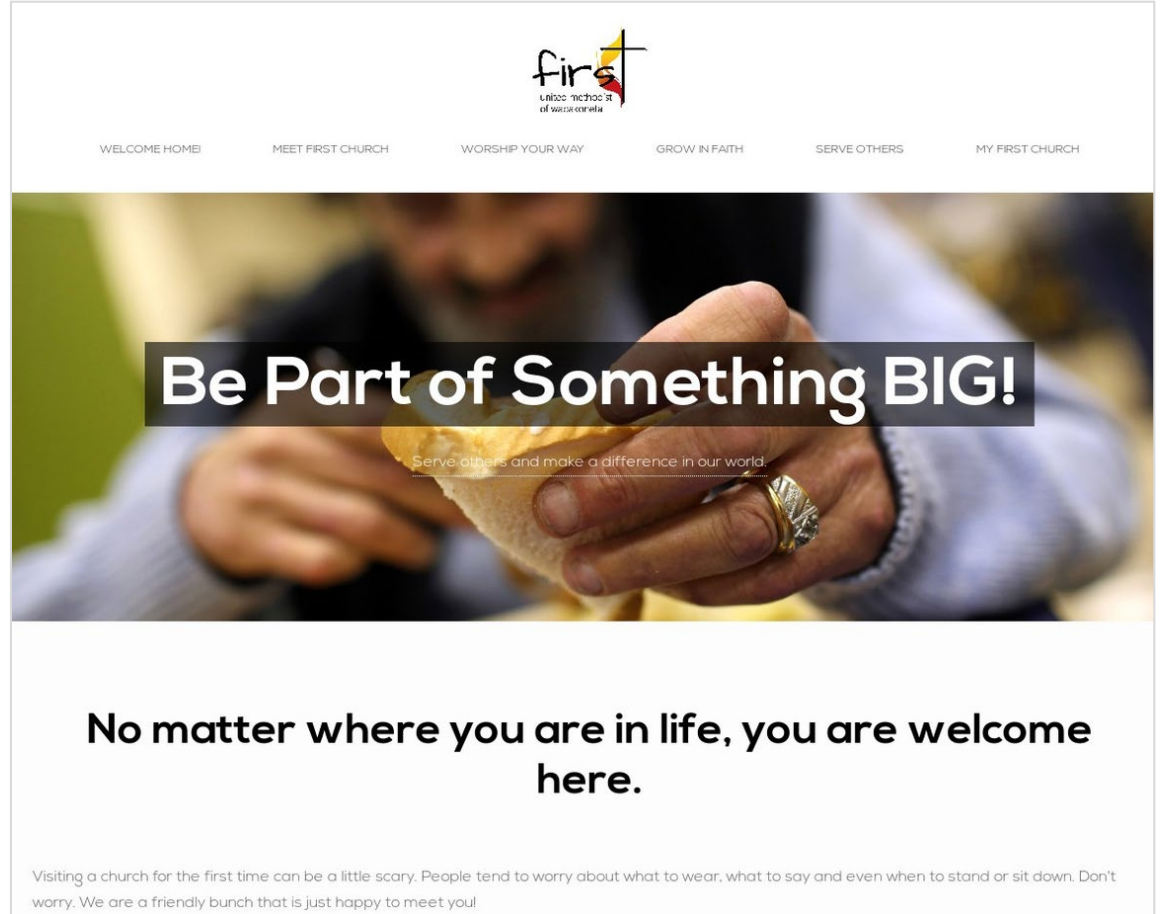
Which Church Would You Attend?

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The screenshot shows the homepage of the First United Methodist Church of Wapakoneta, Ohio. The header features a globe with a red cross and the church's name. A navigation menu on the left includes links for 'The Word', 'Mission Statement', 'Church Vision', 'Church History', 'Pastor's Page', 'Methodist Links', and 'Home'. The main content area has a 'Welcome to the First United Methodist Church' section with a message to visitors, a list of services (Every Sunday at 8:15 and 10:30 a.m., Church School at 9:15), and contact information at the bottom.

www.bright.net/~fumc/



The screenshot shows the homepage of the First United Methodist Church of Wapakoneta, Ohio. The header features the church's logo and a navigation menu with links for 'WELCOME HOME', 'MEET FIRST CHURCH', 'WORSHIP YOUR WAY', 'GROW IN FAITH', 'SERVE OTHERS', and 'MY FIRST CHURCH'. The main content area has a large image of hands holding a piece of bread with the text 'Be Part of Something BIG!' and 'Serve others and make a difference in our world.' Below the image is a message: 'No matter where you are in life, you are welcome here.' At the bottom, there is a note: 'Visiting a church for the first time can be a little scary. People tend to worry about what to wear, what to say and even when to stand or sit down. Don't worry. We are a friendly bunch that is just happy to meet you!'

www.wapakfirst.org



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Kim's a successful pastor for 18 years.
Eric is a Fortune 500 marketing exec.

Together, we combine the best of the secular corporate world and church practice to deliver the newest skills and trends with a sound theological understanding to create positive change.

How do we get found?



How Do People Find A New Church? (circa 1970s)

CHURCH LISTINGS

The Friday church listing is offered to churches who wish to advertise their weekly worship services & religious activities. Copy must be turned in to the Advertising Dept. by Wednesday noon for the Friday publication.

HAIKU/PAIA

Huelo Door of Faith Church – 11 Door of Faith Road, Huelo. Schedule of Services: Sunday – Sunday School for all ages, 9:30 a.m. Morning Service, 10:30 a.m. Evening Service, 6 p.m. Tuesday – Bible Study, 7 p.m. Friday – Youth Night for all ages, 7 p.m. For further information call the church office at 572-1214.

Paia Hawaiian Protestant Church – (United Church of Christ). Located at 246 Hana Hwy., (next to the Paia Community Center). Sunday Worship Service is at 11 a.m. Communion Sunday is done on the second Sunday of the month. Hymns are sung in Hawaiian. For further information please call 579-8900.

Paia Mantokuji Soto Mission – 253-C Hana Hwy. Zazen (meditation) sessions Taiko Classes for Keiki and Adult. Various Buddhist family services. Fujinkai (Women's Club) Activities. Buddhist Discussion/Study Group. For more information, call 579-8051. Email: mantokuji@hawaiiantel.net.

Paipala Bible Church – Come join us for worship

Kahului Union Church (United Church of Christ) – Our Mission Statement is... "We exist to Love God and his people by making and multiplying passionate followers of Jesus." Located at the corner of Kamehameha Ave. and Lono Ave. in Kahului. Two English Language Services. Traditional at 8:00 a.m. and Contemporary 10:30 a.m. Children and Teen's Sunday School at 9:15 a.m. Adult Sunday Classes at 9:15 a.m. Japanese Language Service at 10:30 a.m. Please come to worship and fellowship with us. Church Office hours: 8:00 a.m. to 4:00 p.m. Monday thru Friday. For more information you may call Pastor Ken Tanaka. Office 808-871-4422. www.kahuluiunion.org.

Ke Aha Vineyard Christian Fellowship – We are "The Gathering"; a come-as-you-are family of believers; a welcoming community desiring to live out the call and heart of Christ. We meet on Sunday evenings at 4:00 p.m. at 349 Hanakai St. in Kahului and would love to meet and get to know you! For more info visit keahavineyard.com or email Pastor Kaleo Waia'u at keahavineyard4kaleo@yahoo.com. Come join us!

Kind's Cathedral Maui – weekly service times on

Trinity Episcopal Church By-The-Sea (Kihei) – E Komo Mai - All are welcome. Sunday services 9:00 a.m. Bible Study/Morning Prayer, Wednesday 9:00 a.m. Church at 100 Kulanihako St., off the 800 block of S. Kihei Rd., between S. Kihei Rd. and Piilani Hwy. (Hwy. 31). Home of the historic David Malo church built in 1852, Holy Eucharist is celebrated in this beautiful, open-air sanctuary amid palms and gardens. First Sunday of month service is Hawaiian. Phone 808-879-0161. Website: www.trinitybts.org.

UPCOUNTRY

Baha'i Faith – Baha'u'llah, says "*I have made death a messenger of joy to thee. Wherefore dost thou grieve?*" We start new series September 3, Themes include: Understanding Death as a Transition to Eternal Life, Your Inner Reality etc. Every Sunday 9:30 am at the Baha'i Center, 3574 Kekahi Pl., Makawao. All are welcome. FREE. Call 572-1111, 244-9392.

Makawao Hongwanji Buddhist Temple – 1074 Makawao Ave., P.O. Box 188, Makawao 96768.

Study - Wednesday 6:00 pm Meal & Bible study Teenage & keiki meetings - Food pantry. We are followers of Jesus, different ages & nationalities spreading His Kingdom with Good News & Love www.mauicoc.com. Contact Stan Frank 244-5886.

New Hope Maui – Meeting at the IAO Theater, 66 N. Market Street in the heart of Wailuku. Sunday services begin at 9:30 a.m. We will be providing inspirational worship followed by bible teaching Child Care is provided. We also have several Mid-week Ohana Bible Studies. For more information phone 269-0266. www.newhopemaui.org.

St. Anthony Catholic Church – 1627 Mill St. Wailuku. Fr. Roland Bunda, S.M., Pastor; Church Center Mass Schedule: Saturdays 5 p.m., and Confessions are heard at 4 p.m. Sunday 7 a.m., 9 a.m. and 5 p.m. Saint Damien Chapel Mass Schedule: Mon.-Fri.: 6:30 a.m. Saturday 7 a.m. For further information on the mass schedule, call anytime 244-4149. Visitors and newcomers are always welcome.

Unity Church of Maui is a positive, practical, pro-

How Do People Find A New Church? (circa 1990s)

The Real Yellow Pages®

CHURCHES-OTHER CHRISTIAN

33 C

- Garden Grove Korean Baptist Church
8421 Oranewood Av Garden Grove..... 714 534-3190
- Iglesia Bautista Emanuel
713 N Newhope Santa Ana..... 714 554-2950
- Oranewood Ave Baptist Church
8421 Oranewood Av Garden Grove..... 714 539-9326
- Shoreline Baptist Church
10350 Ellis Av Fountain Valley..... 714 968-4222

Churches-Bible

- Community Bible Church
401 6th Huntington Beach..... 714 536-4255

Churches-Calvary

- Calvary Church Of Santa Ana Inc
Church 714 973-4800
School 714 973-2056

Churches-Catholic

- Blessed Sacrament Catholic Church
Athletic Center 714 893-7882
Church Office 714 892-4489
Extension Program 714 897-1217
School 714 893-7701

Churches-Church Of Christ

- Church Of Christ
301 Huntington Huntington Beach..... 714 536-7212

Churches-Church Of God

- Garden Grove Church Of God
8362 Trask Av Garden Grove..... 714 894-4060
- Iglesia De Dios 7Mo Dia
1808 Civic Center Drive West Santa Ana..... 714 953-5322
- Living Waters Christian Fellowship
9801 Talbert Ave Fountain Valley..... 714 963-8131

Churches-Church Of Jesus Christ Of Latter Day Saints (Mormon)

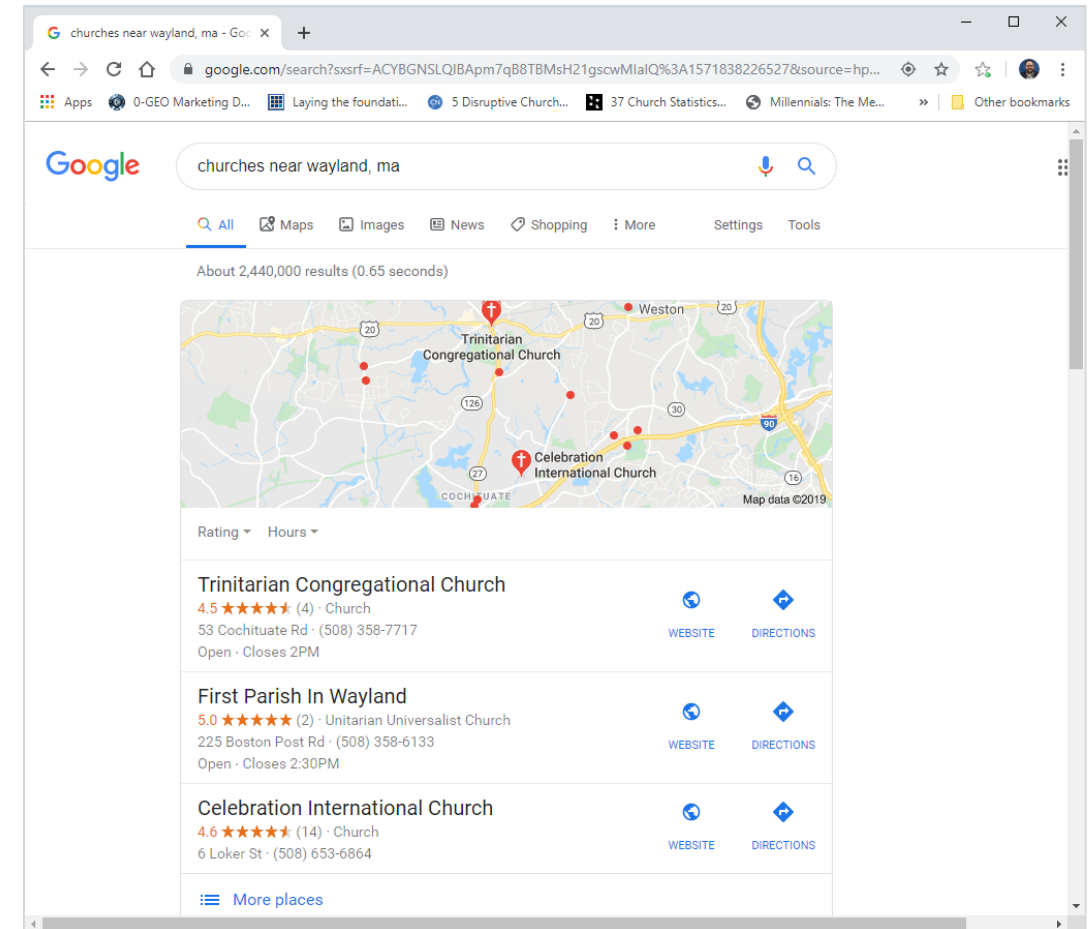
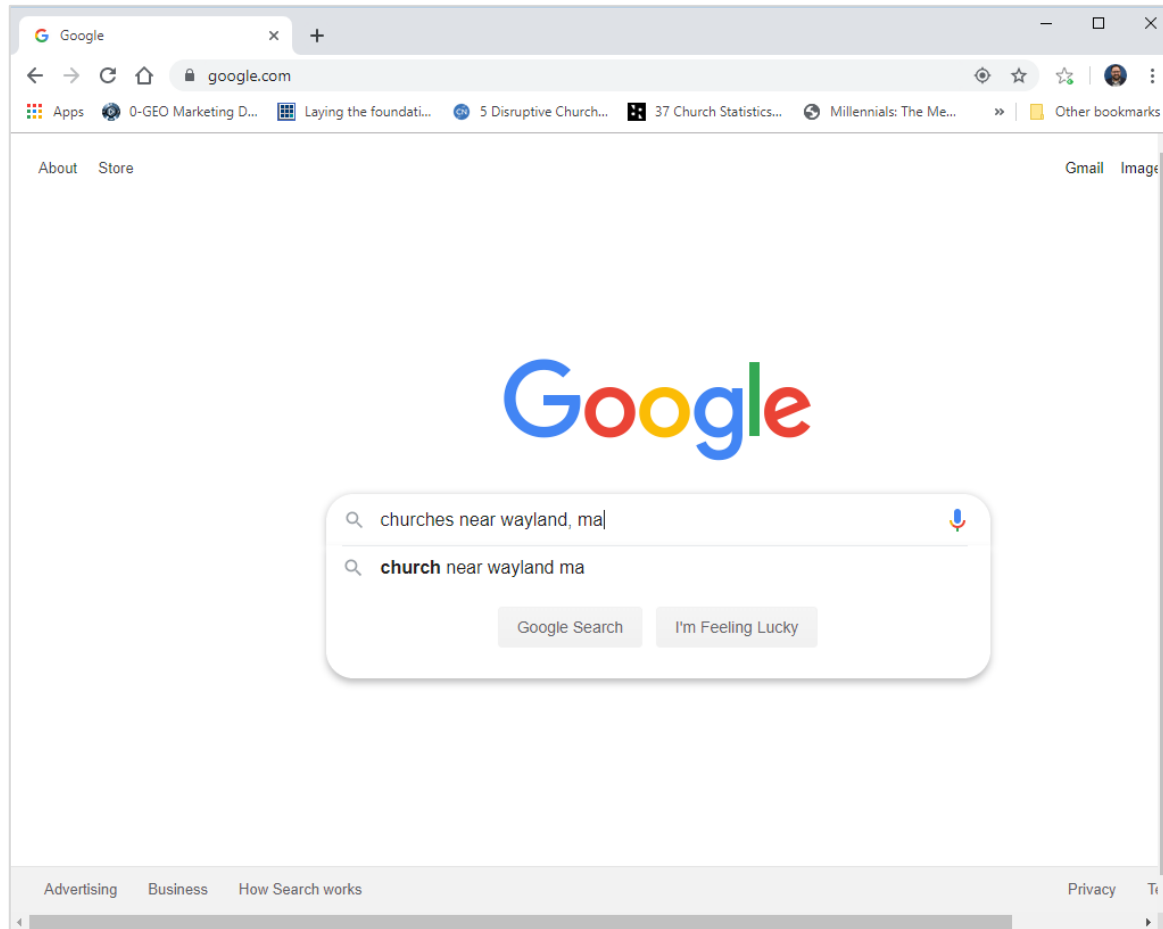
- Church Of Jesus Christ Of Latter-Day Saints
The
Bishop's Store House 17350 Mount Herrmann Fountain Valley
..... 714 751-2852
Employment Center 17350 Mount Herrmann Fountain Valley
..... 714 754-1501
5Th Ward 9801 Newport Bl S A 714 532-6534
15761 Goldenwest 15761 Goldenwest 714 893-2535
10332 Bolsa Av Westminster..... 714 265-2198
..... 714 731-2608

- Our Redeemer Lutheran Church
Ofc 12301 Magnolia Garden Grove 714 539-9541
Pre-School 12301 Magnolia Garden Grove ... 714 539-6643
- Reformation Lutheran Church
15750 Magnolia St Westminster..... 714 893-5183
- St Luke's Lutheran Church & School Of
Westminster
13552 Goldnwest Westminster..... 714 893-8074
- St Peter Evangelical Lutheran Church-Santa
Ana 1510 N Parton Santa Ana..... 714 542-6781
- Vietnamese Lutheran Church
13082 Bowen Garden Grove..... 714 537-4245
- Westminster Lutheran Church Of Hope
13841 Milton Av Westminster..... 714 895-3838

Churches-Methodist

- Community United Methodist Church Of
Huntington Beach
6652 Heil Av Huntington Beach..... 714 842-4461
- El Getsemani United Methodist Church
701 S Parton..... 714 547-1354
- First United Methodist Church Of Huntington
Beach
2721 Delaware Huntington Beach..... 714 536-3537
- FV Methodist Church..... 714 962-2593

How Do People Find A New Church? (since 2000)



Assess Your Google Landscape

- Open an [incognito browser](#).
- Start by typing in “churches near [city] [state]” both in the Google search bar and in Google Maps.
 - Try it with and without a denomination “Methodist church near [city] [state]”
 - Try it without the state (since some people forget it).
- Search on your church’s name (with and without city)
- Brainstorm a list of terms that people not associated with your church may search on (both church related and not).

NOW...take note what page you are on and where you rank.

#1 Claim your location



Claiming your Location

Google search results for "saalem united methodist church wapakoneta ohio". The search shows approximately 114,000 results. The top results include:

- Salem United Methodist Church (Wapakoneta, OH) - Find-A-...** with a map snippet showing the church location.
- Salem United Methodist Church - Home | Facebook** with a rating of 5 stars and 2 votes.
- Salem United Methodist Church - Home | Facebook** with a rating of 5 stars and 2 votes.
- Salem United Methodist Church 505 Bellefontaine St ...** with a rating of 5 stars and 2 reviews.
- Church Profile | West Ohio Conference of The United ...**
- Salem United Methodist Church - Sharefaith**
- Salem United Methodist Church - 1 tip - Foursquare**
- Salem United Methodist Church, 505 Bellefontaine St in ...**
- Salem United Methodist Church, 505 Bellefontaine St ...**
- Salem United Methodist Church in Wapakoneta, Ohio - (419) 738 ...**

The Google logo and search bar are visible at the top. The results include various links, ratings, and snippets of text.

Google.com

Bing search results for "saalem united methodist church wapakoneta oh". The search shows 28,600,000 results. The top results include:

- Salem United Methodist Church - Home | Facebook** with a rating of 5 stars and 2 reviews.
- Salem United Methodist Church (Wapakoneta, OH) - Find-A-...** with a rating of 5 stars and 2 reviews.
- Salem United Methodist Church - Home | Facebook** with a rating of 5 stars and 2 reviews.
- Salem United Methodist Church - Wapakoneta OH - Join My Church**
- Salem United Methodist Church - Home | Facebook** with a rating of 5 stars and 2 reviews.
- Salem UMC Darball, 505 Bellefontaine St. Wapakoneta, OH ...**
- First United Methodist Church of Wapakoneta (Wapakoneta ...**
- Home | First Church**
- Salem United Methodist Church**
- Firstunitedmethodistchurch Salem, Oh**

The Bing logo and search bar are visible at the top. The results include various links, ratings, and snippets of text.

Bing.com

Yelp.com profile for Salem United Methodist Church. The profile includes:

- Business name: Salem United Methodist Church
- Address: 403 Bellefontaine St, Wapakoneta, OH 45895
- Phone: (419) 738-5214
- Hours: 9:15 AM - 5:00 PM
- Rating: 5 stars (2 reviews)
- Business description: Religious Organizations
- Call to action: Claim this Business
- Other Religious Organizations Nearby

The Yelp logo and navigation bar are visible at the top. The profile includes a map, photos, and a list of nearby businesses.

Yelp.com

Facebook profile for Salem United Methodist Church. The profile includes:

- Business name: Salem United Methodist Church
- Address: 505 Bellefontaine St, Wapakoneta, Ohio 45895
- Phone: (419) 738-5214
- Hours: 9:15 AM - 12:00 PM
- Rating: 5 stars (2 reviews)
- Business description: Religious Organizations
- Call to action: Claim this Business
- Other Religious Organizations Nearby

The Facebook logo and navigation bar are visible at the top. The profile includes a cover photo, a profile picture, and a list of posts.

Facebook.com

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Claiming your location on Google

Google My Business

Home How it Works Resources & FAQ

Attract new customers with your free Google listing.

Your listing appears right when people are searching for your business or businesses like yours on Google Search or Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

[START NOW](#)

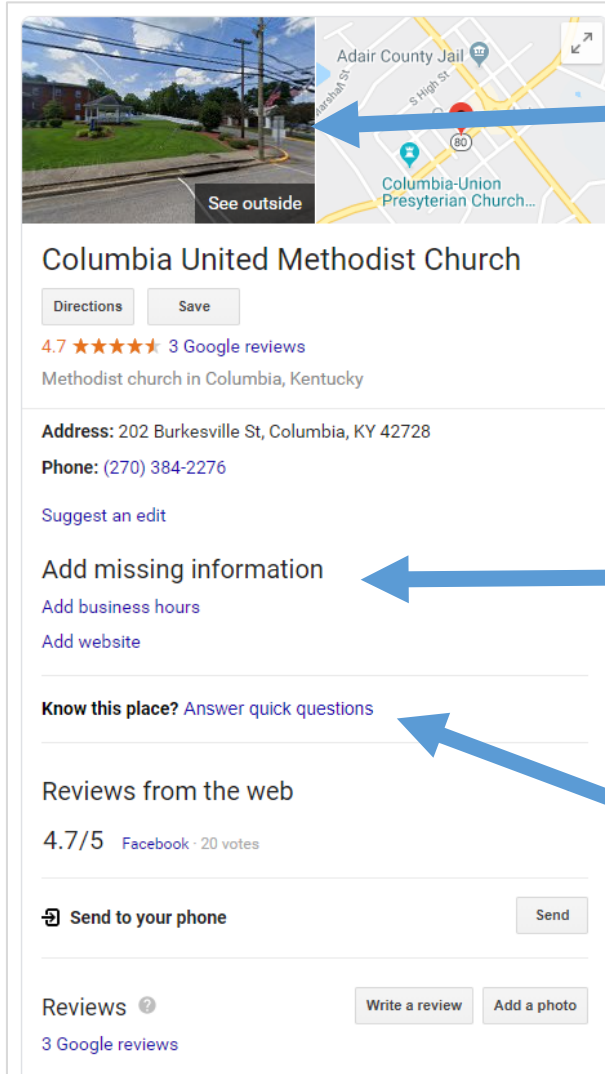
Computer

1. On your computer, go to [Google My Business](#).
2. In the top-right corner, click **Sign in**.
3. Sign in to your Google Account, or create one. Then, click **Next**.
 - Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. You can also select your chain from the suggestions that appear as you type (if applicable).
4. Enter your business' or chain's address. You may also be asked to position a marker on the location of your chain's branch on a map. If your business doesn't have a physical location but works in a service area, you can [list the area instead](#). Then, click **Next**.
5. Choose if you want your business location to appear on Google Maps.
 - If you serve customers at your business address:
 - a. Enter your [business address](#).
 - b. Click **Next**.
Note: If you also serve customers outside your business address, you'll have the option to list your service areas as well.
 - If you don't serve customers at your business address:
 - a. Enter your [business address](#).
 - b. At the bottom, click [I deliver goods and services to my customers](#) > **Next**.
 - c. List your service areas, then click **Next**.
6. Search for and select a business category. You can also choose a more specific category as appropriate. Then, click **Next**.
7. Enter a phone number or website URL for your chain, and click **Finish**.
Note: You'll also have the option to create a [free website](#) based on your information. It's recommended that you provide the individual phone number or store page for each location, rather than a single centralized call center.
8. Select a verification option.
 - To verify later, click [Verify later](#) > **Later**. If you're not authorized to manage the Business Profile for the chain, find the person in your organization who's authorized and continue the process.

Note: If you see a page that says "This listing has already been claimed," click [Request access](#). Then, follow the directions to claim your business. [Learn more about how to request ownership.](#)

Go to [Google Help](#) for the [detailed walkthrough](#).

Fill Out Your Listing Completely!!!

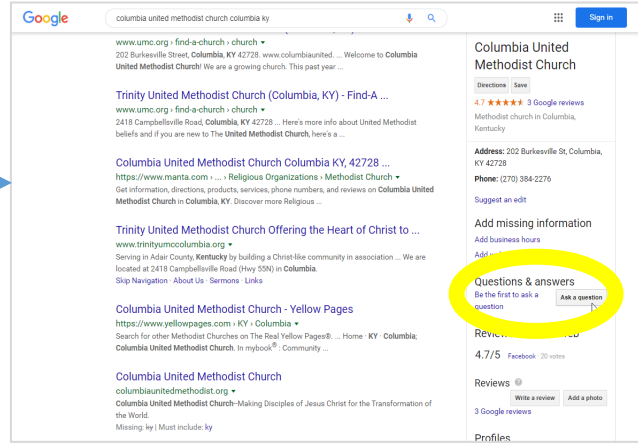
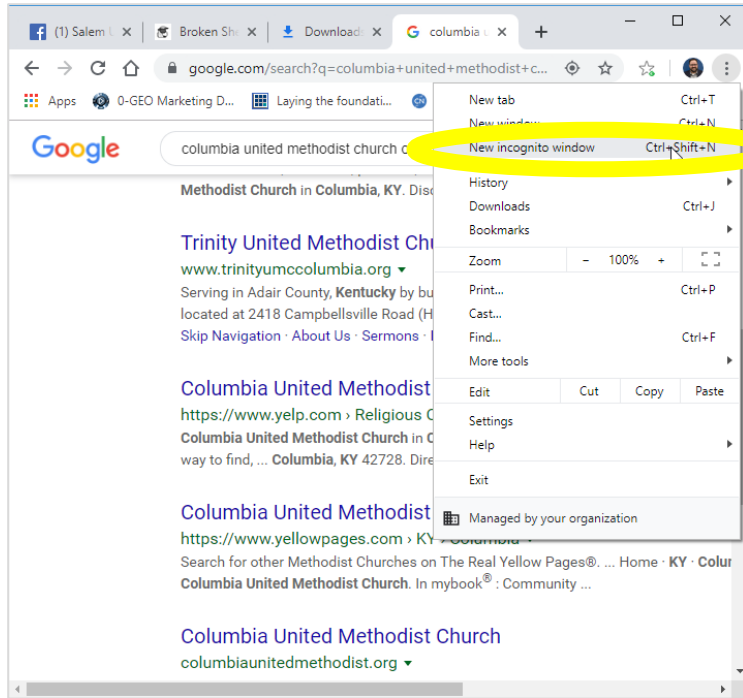


Add pictures of the building and the people (with appropriate care.)

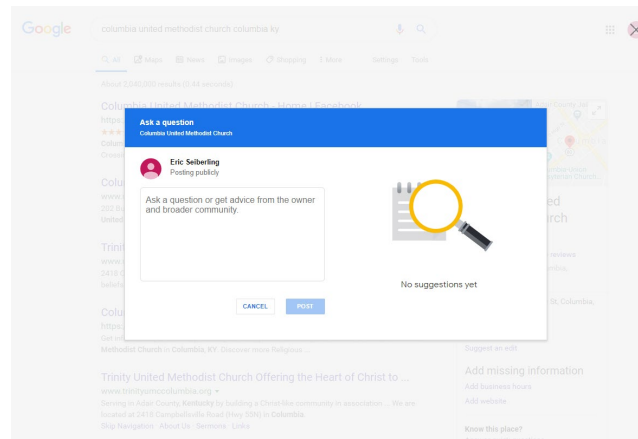
Business Hours, Contact Info and website are Important!

Create Q&As for key questions visitors may have.

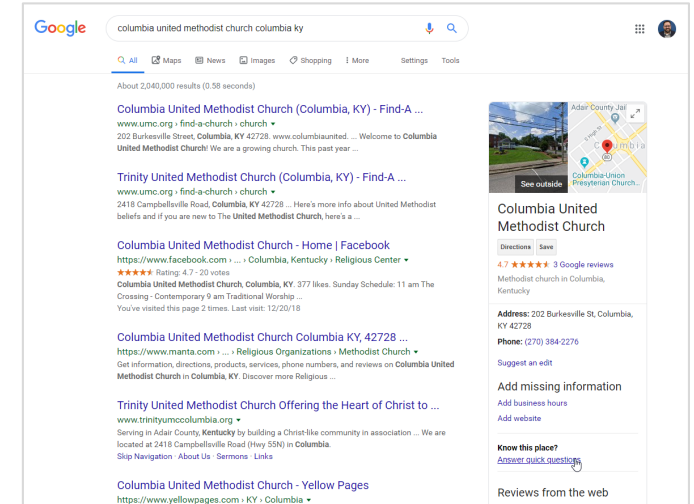
How to add Q&A's



2 Click on Ask A Question



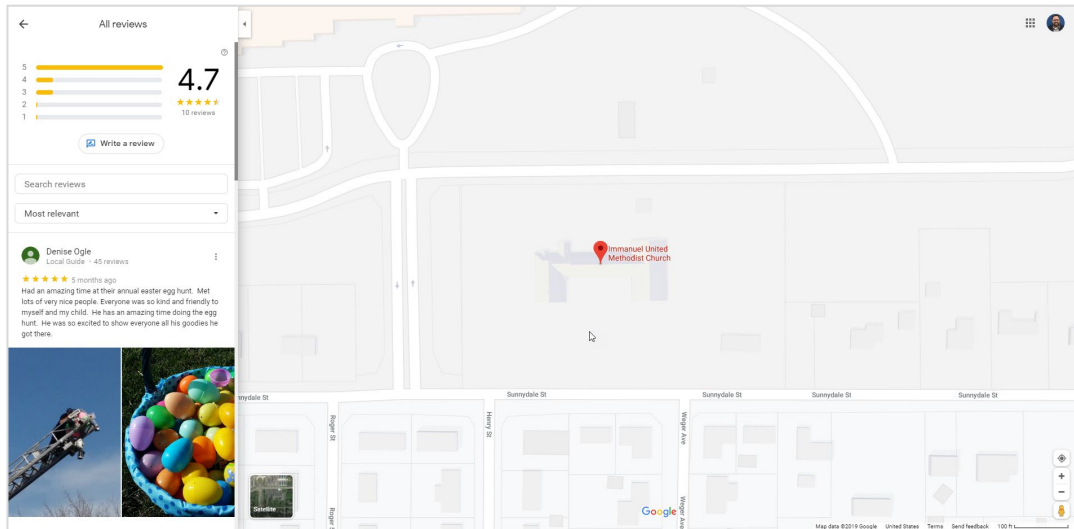
3 After logging in with an email not attached to your church, ask questions relevant to visitors.



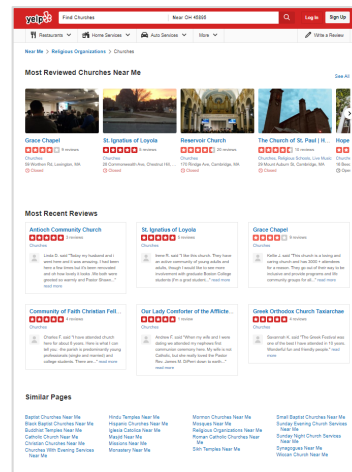
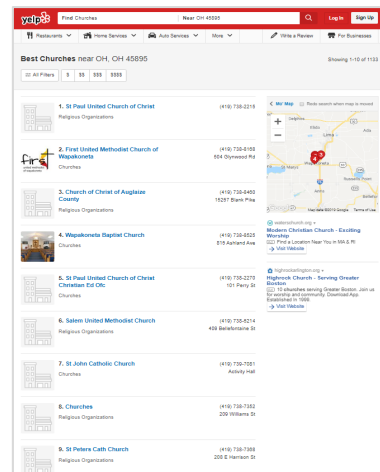
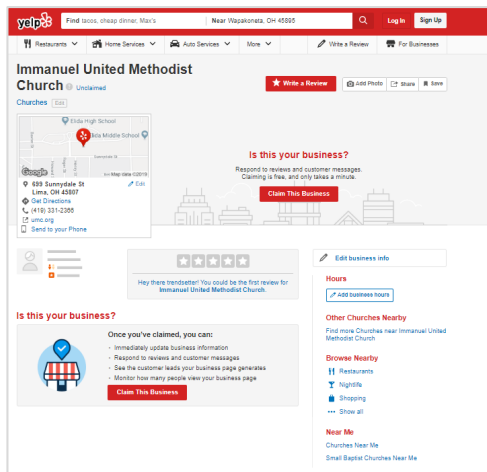
4 Once done asking questions, close the incognito browser, log back into church account and answer the questions.

1 Open an incognito window.

Make sure to add reviews!



- Fill out reviews on Google, Facebook & Yelp.
- Encourage reviews from members & regular attenders (including pictures)



- Christmas & Easter
- Outreach events
- Church Anniversaries
- New Members Classes

#2 Build a Hub



MTA METRO-NORTH
TIMETABLES

MTA METRO-NORTH
TIMETABLES

MTA METRO-NORTH
ARRIVALS

MTA METRO-NORTH
TIMETABLES

MTA METRO-NORTH
TIMETABLES

MTA METRO-NORTH
TRAIN INFORMATION

Building a "Hub" for Communications

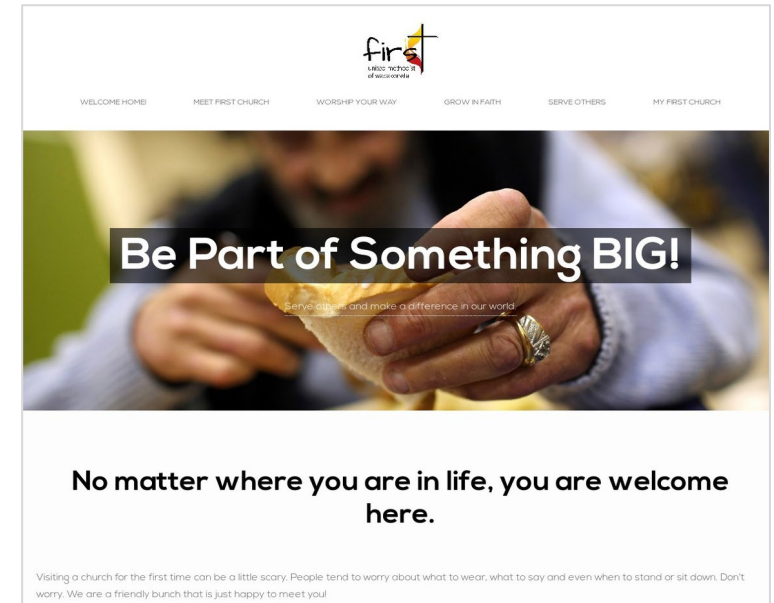
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Facebook



Templated Site



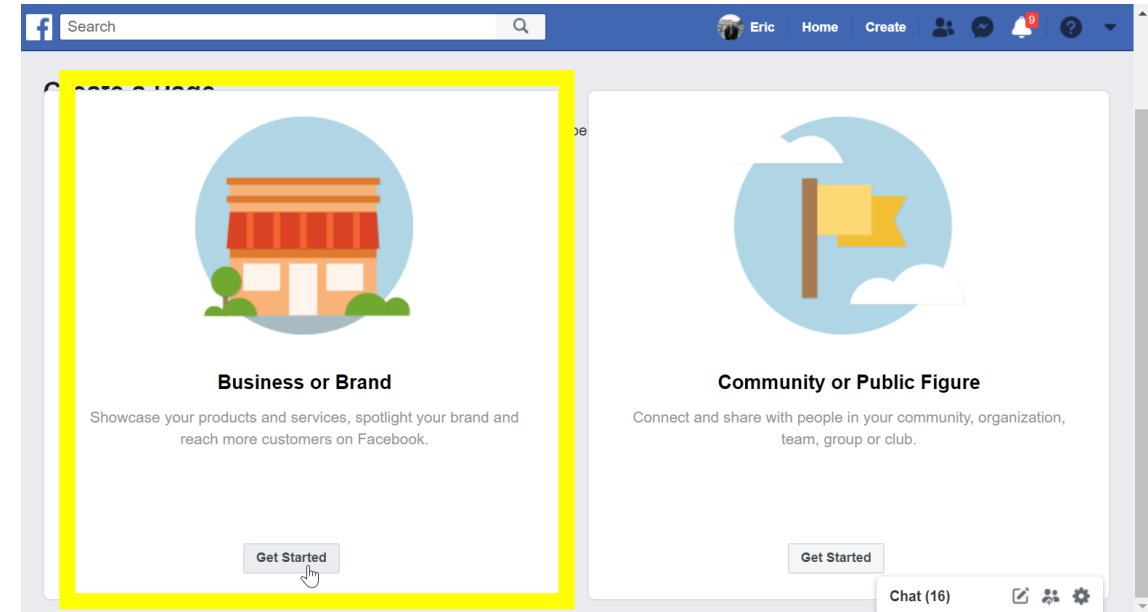
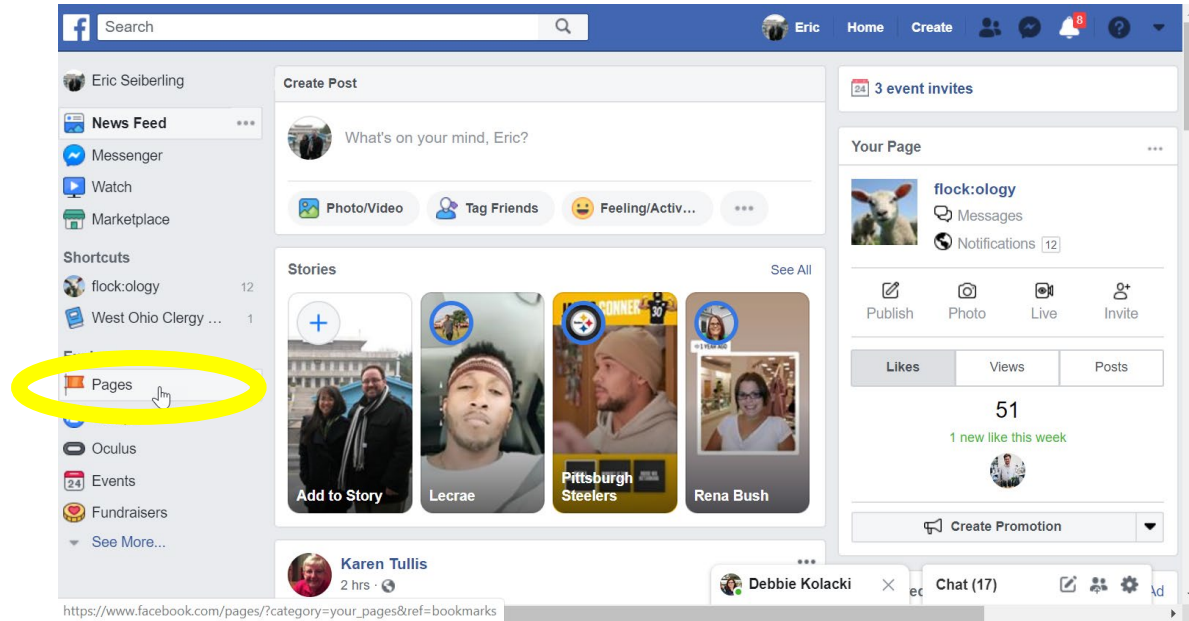
Wordpress

Why use Facebook?

- High traffic site that fits into people's daily habits
 - 66% of monthly **Facebook users** use it daily.
 - Americans spend 58 minutes per day on **Facebook**.
 - Each visit lasts 8 to 10 minutes.
- The Pros
 - Super easy to set up.
 - Simple to manage
- The Cons
 - Very limited functionality.
 - Limit in SEO.

Set up a Facebook Page

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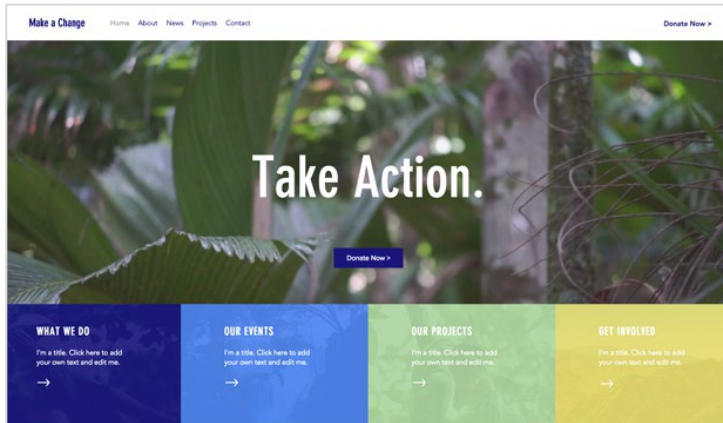


Feed Your Facebook Page

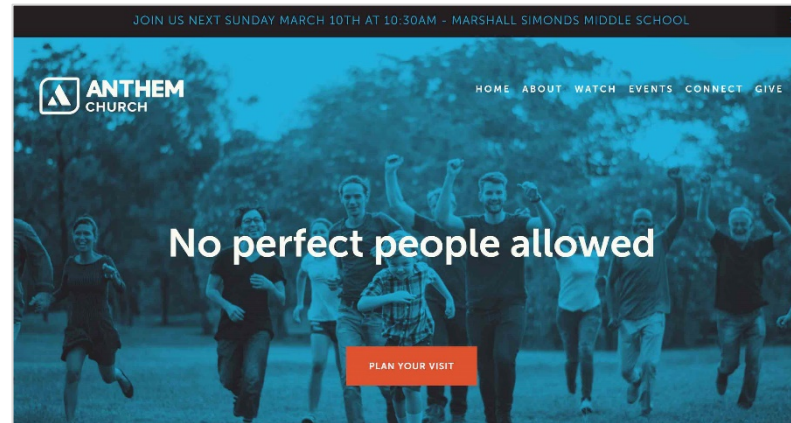
- Post Daily
 - Announcement of Outreach Events
 - Questions based on Sermon
 - Scriptures
- Facebook loves videos.
- Facebook likes diverse content and discussion.

Templated Website

- 3 Major Providers but there are others including ones specifically designed for churches.



Wix



Weebly



SquareSpace

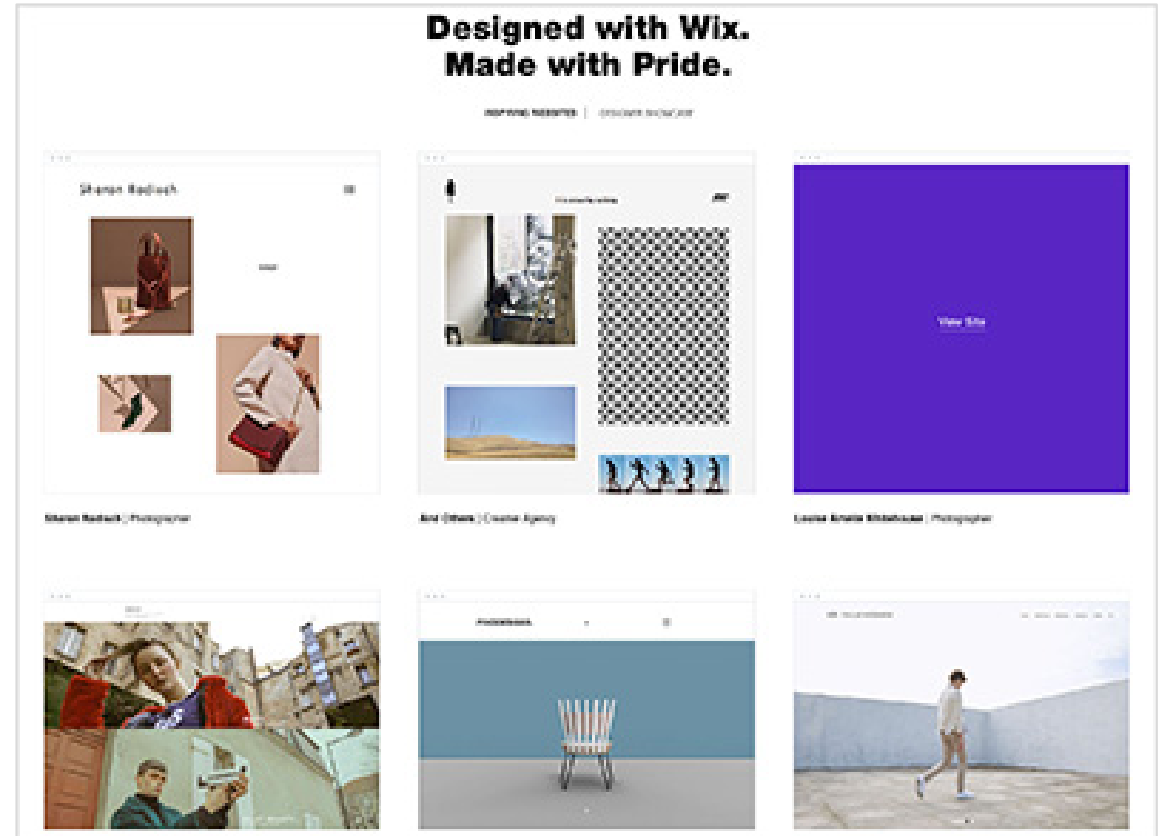


- PROS

- A simple drag/drop editor with 500+ design options (including video backgrounds)
- Very user friendly
- Comprehensive support tools and how-to videos
- Wix's patented Artificial Design Intelligence (ADI), which prompts users through a series of questions.

- CONS

- Does not allow users to change a template once the site is published.
- Only two-level navigation.



Wix offers a free ad-supported package as well as five paid plans priced from \$4.50 to \$24.50 per month.

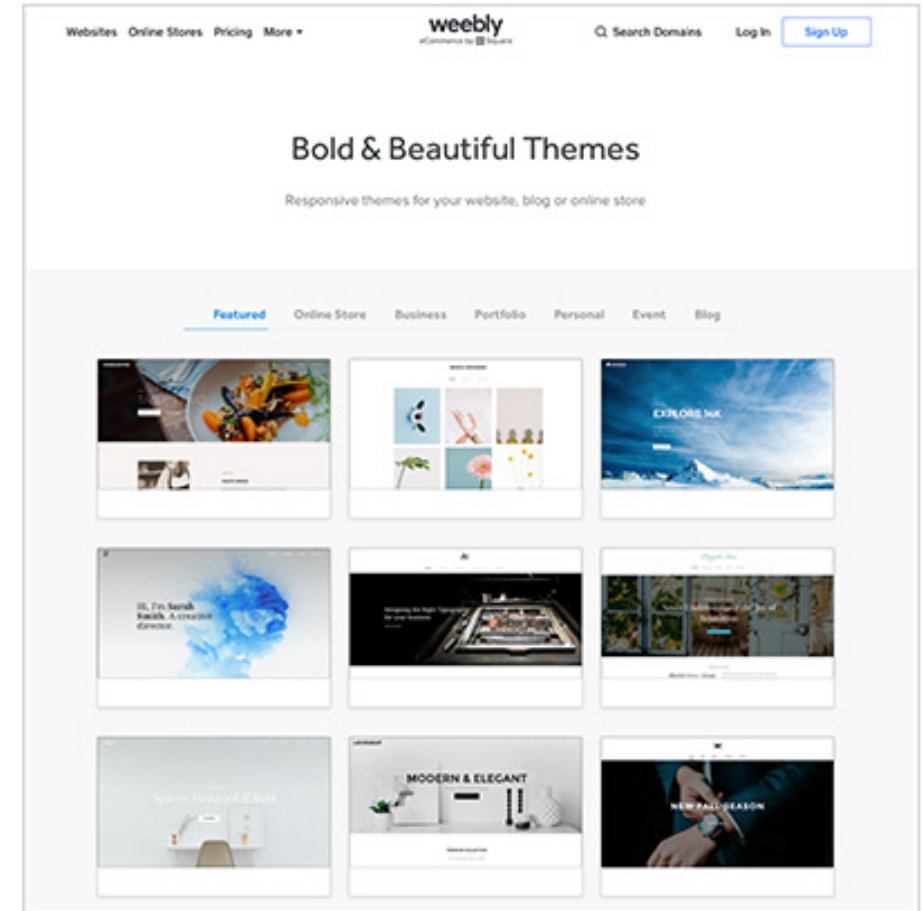
Weebly

- PROS

- Simple templated drag/drop builder.
- Many stylish design themes.
- More navigational flexibility to support a deeper, larger site.
- Provides guides to help churches with Search Engine Optimization.
- Can easily add a members-only area to their site.
- Blogging and marketing tools (social sharing, RSS, email campaigns) are more enhanced than Wix's.

- CONS

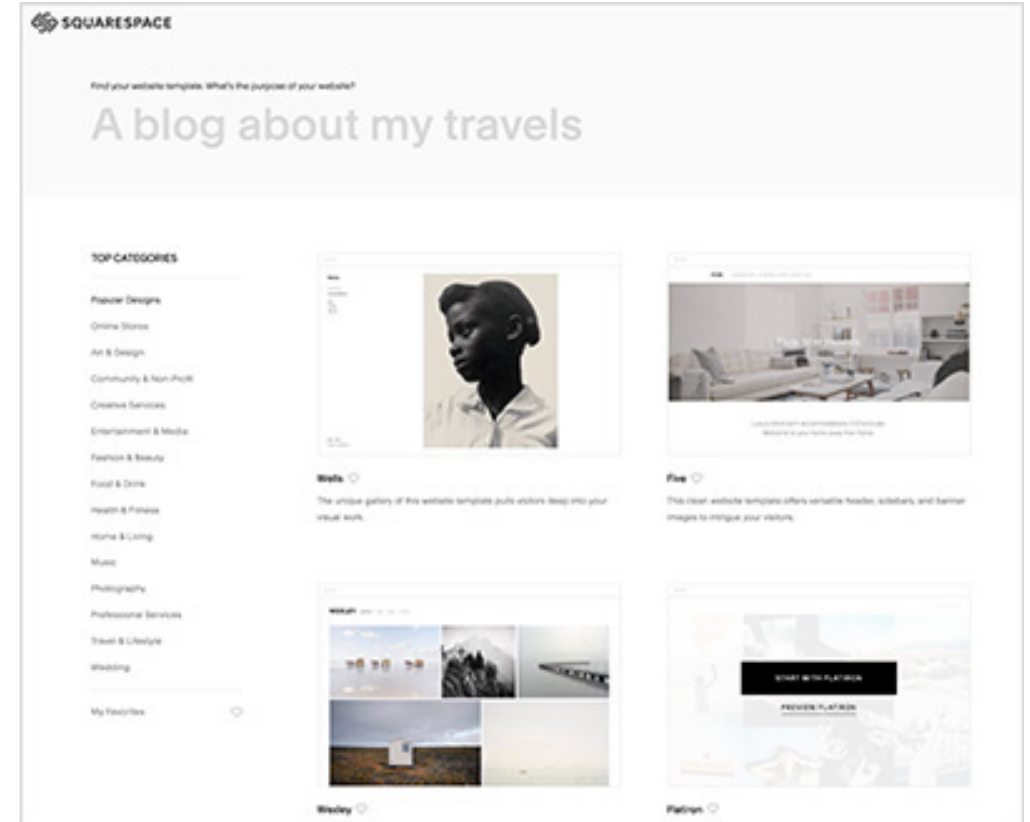
- Lacks the cool guided AI design of Wix.
- If a Weebly site crashes during an update, restoring it to the last live backup requires contacting their support department.



A free ad-supported version of Weebly is available. Plans starting at \$8 per month (with ads), \$18 per month (without ads) and to host a members-only area (\$35 per month).

Squarespace

- PROS
 - Best for stunning image-heavy online portfolio or brochure websites.
 - Best suited for churches using an experienced web designer.
- CONS
 - Building a site here is more technical and less intuitive than the drag/drop builds of Wix and Weebly.
 - Squarespace is so customizable that the options may be overwhelming to some



Pricing is simple: Plans begin at \$16 per month (\$12 per month billed annually), which includes the domain and is always ad-free.

A close-up, shallow depth-of-field photograph of a person's hands writing on a document. The person is wearing a light-colored, patterned shirt. A wooden ruler is placed horizontally across the document in the foreground. In the background, another person's hands are visible, holding a pen over a rolled-up document. The scene is set on a dark wooden table.

*If you want full control & options, use Wordpress.
If not, try using a template-based web provider first.*

Basic Outline to Build A Website:

- Brainstorm a URL and see if it is available. Make sure it is memorable and relevant.
- Spend time looking at church websites and discover what your team likes and hates.
- Make a decision on what web approach you want to take. (Facebook, Wix, Weebly, SquareSpace, Wordpress, etc.)
- Other than Facebook, find a good template. Do the research here!
- Brainstorm a list of questions people will ask when they are looking for a new church home. (What will they search on in Google?)

<http://www.flockology.com/2012/01/laying-the-foundationcreating-the-sitemap-for-your-website.html>

Basic Outline to Build A Website:

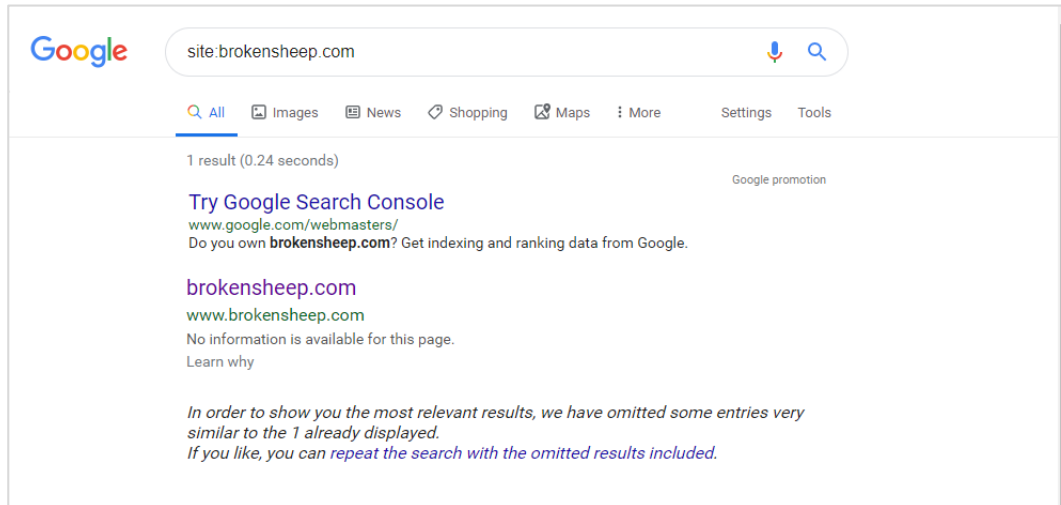
- Build a sitemap on paper before attempting to do it digitally.
- Define what is needed for each page (copy, pictures, etc.)
- Assign an owner for each page and ask them for:
 - Title
 - Body Copy (and suggested length)
 - Pictures
- Collect everyone's input and have ONE EDITOR put it in a consistent tone and appropriate length.
- Edit copy to reflect key words of what people will search on.
- Build the site, test and refine.

#3 Get Found

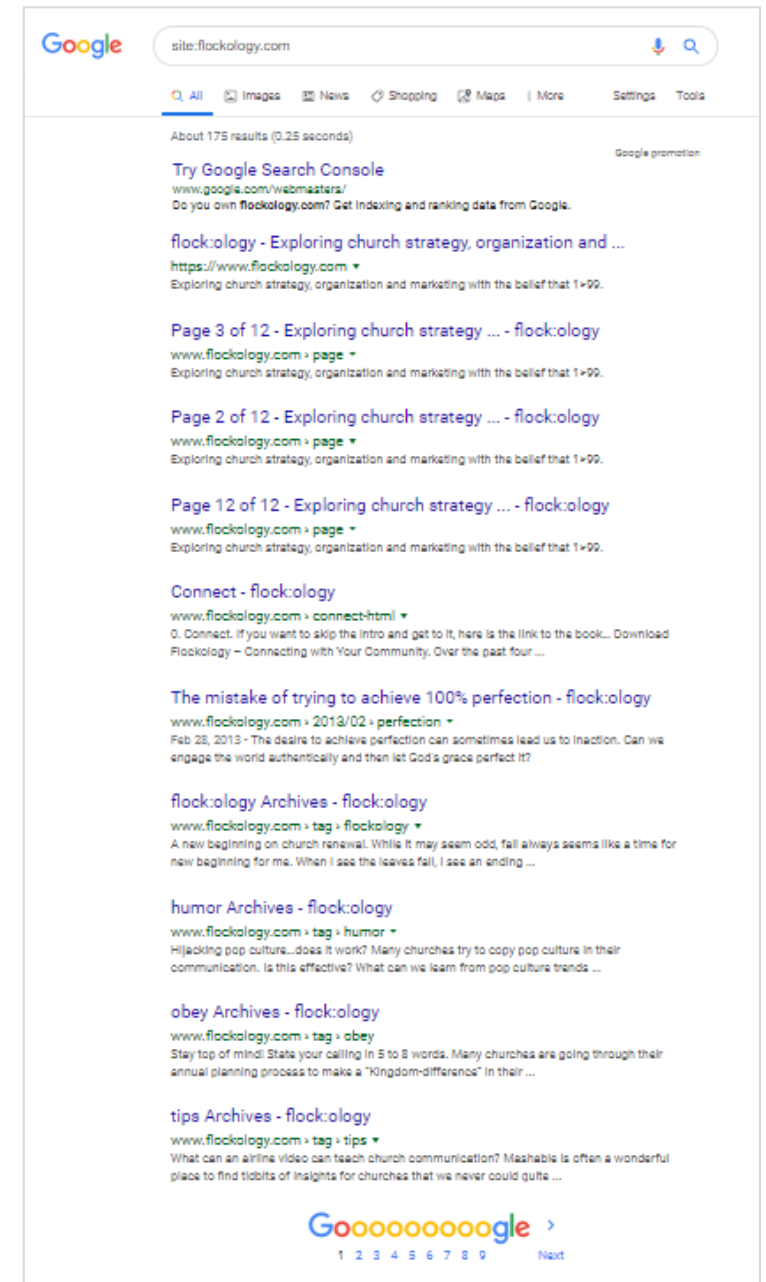


Make Sure Google Can See You

- Visit Google.com
- Type “site:[domain.com]”
 - don't include any extra spaces, the http:// or www.
 - a search of this type for Broken Sheep would look like *site:brokensheep.com*



Brokensheep.com = listed but not great.



flockology.com = pretty strong.



Search Engine Optimization: Pointing People to Your Site

- Put your address everywhere on your site. Main page, footer, in even in blog posts.
- Embed a Google Map in the contact page of your website.
- Cross-link “internal” articles inside your website.
- Make sure you have a blog on your site. Post all of your newsletter articles as individuals posts and then repost on all social media sites.
- Build a communication plan to regularly post on your “hub.”

Let's Chat!



broken sheep llc

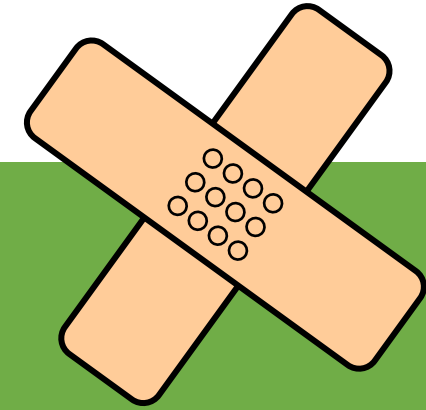
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eric@brokensheep.com





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