



Welcome!

Q and A

To ask the presenter a question, you will type that in the Q and A box.

CHAT

If you'd like to interact with chat, click the chat box and select **“chat to all panelists and attendees”** from the dropdown menu.

RECORDING

You will receive a recording of this webinar including a scrollable chat box.

TOO MUCH?

If the chat and/or Q and A interactions are too distracting, please feel free to close them now or at any time during the webinar.

THIS WEBINAR IS PRODUCED BY

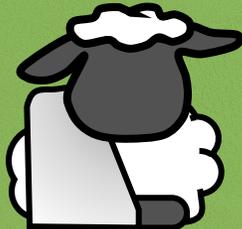
Practical Resources for Churches



PRC is a non-profit ecumenical resource center offering consultants, workshops, webinars, and resources to congregations and individuals.

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broken sheep llc
helping churches embody 1 > 99

Websites and On-Line Strategies for Small Churches

Eric Seiberling





broken sheep llc
helping churches embody 1 > 99

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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 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
Orange 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

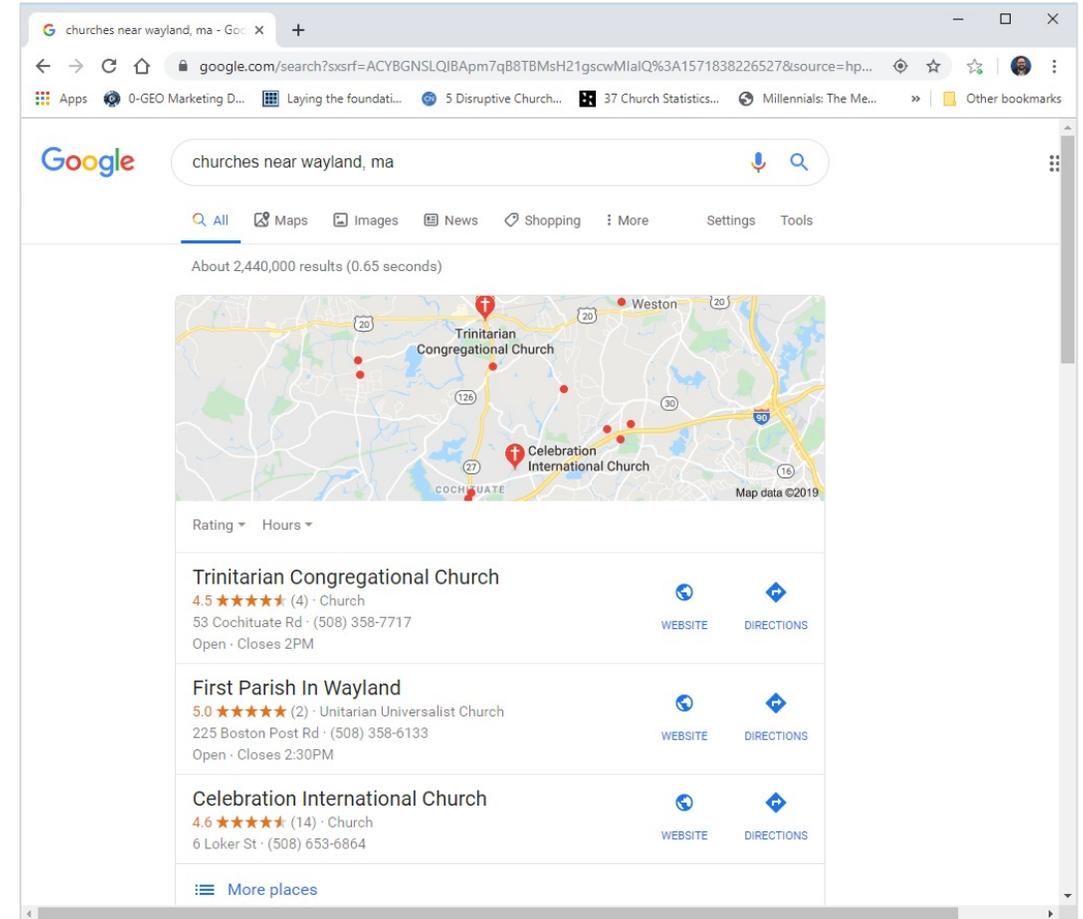
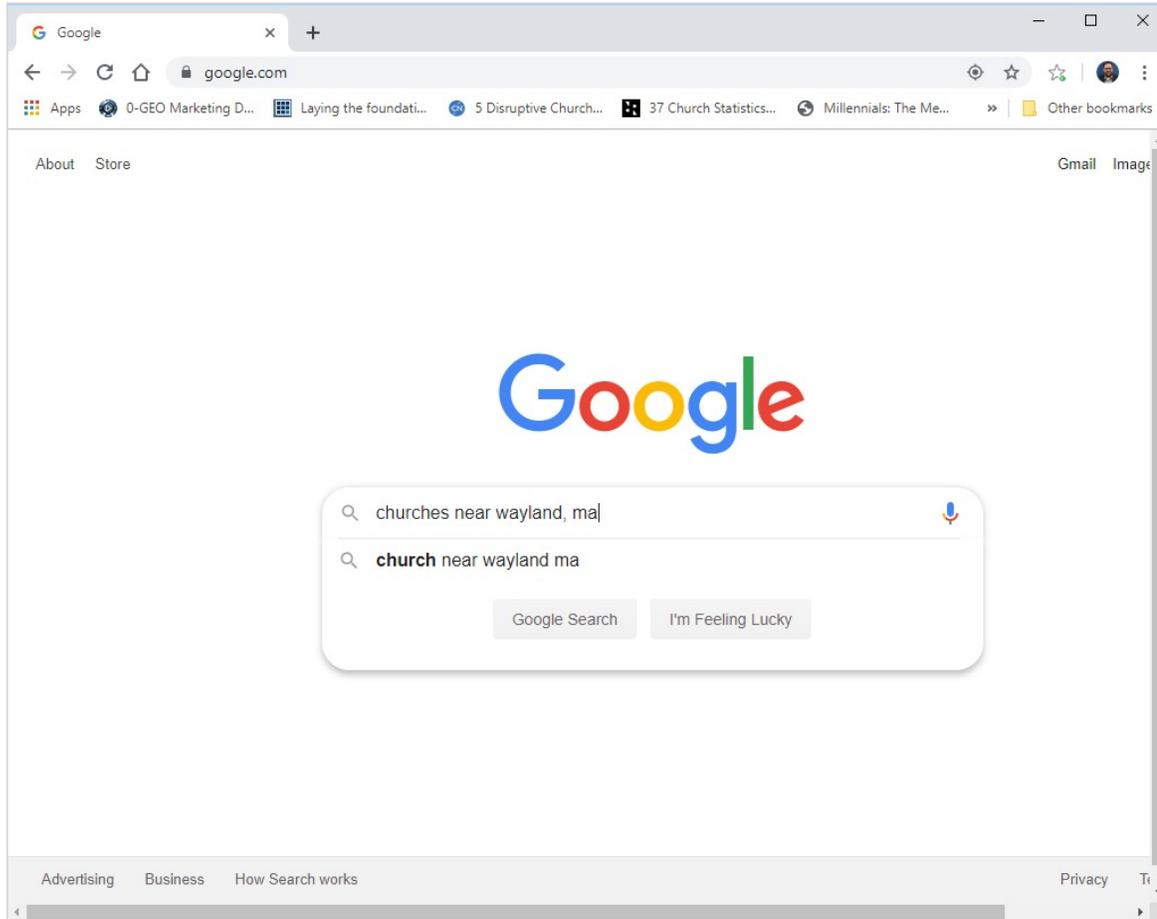
Community United Methodist Church Of Huntington Beach
6652 Heil Av Huntington Beach..... 714 842-4461

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)



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 'We are the church together!' statement, and 'Our Services' listed as 'Every Sunday' at 8:15 and 10:30 a.m., and 'Church School' every Sunday at 9:15. Contact information is provided at the bottom.

The First United Methodist Church of Wapakoneta, Ohio

[The Word](#)
Mission Statement
Church Vision
Church History
Pastor's Page
Methodist Links
Home

Welcome to the First United Methodist Church

This web site has been made especially for you! If you are a first time visitor to our site or have been a member of the church for years, we care about YOU!!! We want to hear from you if there is any way that we can be of service to you, or if you want to become active in the the programs or ministries of this church, please contact us.

We are the church together!

Our Services:

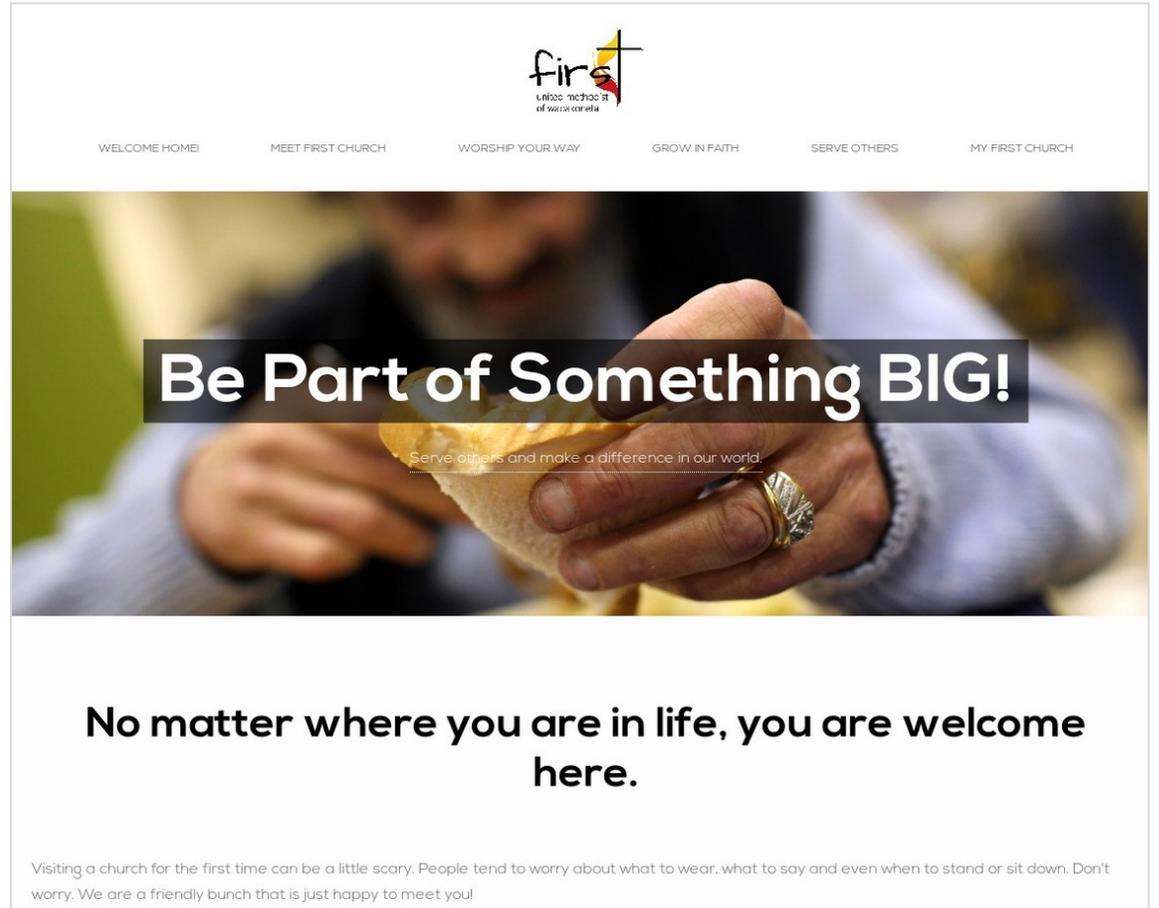
Every Sunday
8:15 & 10:30 a.m.

Church School
Every Sunday at 9:15

See the *Word* for more details.

First United Methodist Church
504 Glynwood Road
Wapakoneta, Ohio 45895
(419) 738-8168

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 banner with the text 'Be Part of Something BIG!' and a sub-header 'Serve others and make a difference in our world.' Below the banner 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!'

first
United Methodist Church of Wapakoneta

WELCOME HOME | MEET FIRST CHURCH | WORSHIP YOUR WAY | GROW IN FAITH | SERVE OTHERS | MY FIRST CHURCH

Be Part of Something BIG!

Serve others and make a difference in our world.

No matter where you are in life, you are welcome here.

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

#1 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

What questions
are people
looking to
answer?

Your
Website



“New
Person”



“Regular
Attender”



“Active
Member”

IT DEPENDS!

What do people need to know?



New Person - "Is this the right place for me?"

- What is Worship Like? (times, styles, sermon)
- Will this church meet my needs? (life stage, issues, gaps)
- Will I fit in? (theologically, demographics, psychographics)



Regular Attender - "What is going on this week?"

- What is going on? (activities and happenings)
- How do I get involved? (ways to volunteer)
- How do I stay connected? (ways to make friends)



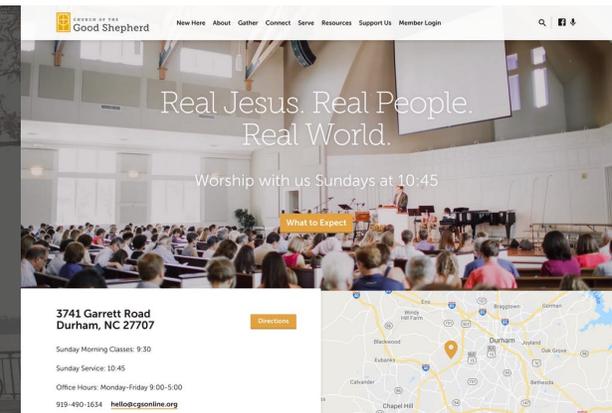
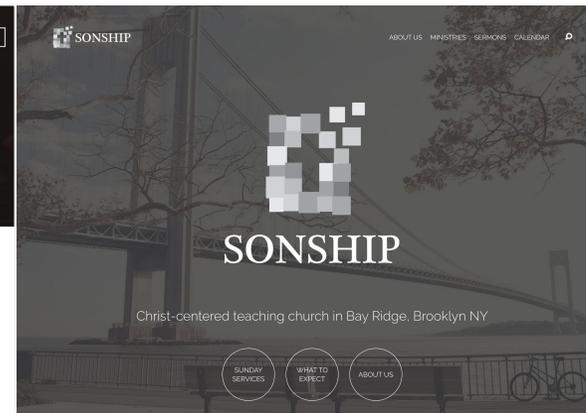
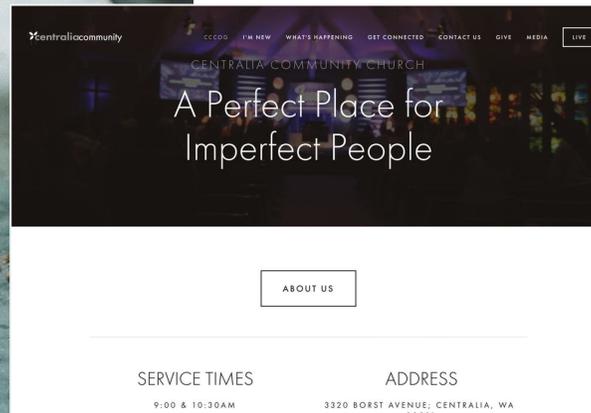
Active Member - "What do I need to do?"

- How do I keep up with what I need to do? (coordination)
- Why and how should I give? (giving and stewardship)

Building a content map (steal with pride)

- Compile a list of church website that your team likes and finds easy to navigate.
- Review them as a team and ask what would work for your church.
- Build the content map of pages.

<https://www.sitebuilderreport.com/inspiration/church-websites>



MAKE SURE TO HAVE THE FOLLOWING:

- On the front page
 - Service Times (as one of the first things you see)
 - Address of the Church (make it highly visible)
 - Directions or Connection to Google Maps (on front page and on contact us)
 - Phone number to call for questions.
- Easy to find:
 - About Us or some introduction to the church and what you stand for.
 - What to Expect on a Sunday AM
 - What You Believe

Build Your Site Map

Welcome Home	Meet First Church	Worship	Grow	Serve	My First Church
<ul style="list-style-type: none"> Friendly welcome What to expect Prayer Request Sermon example or church walkthrough 	<ul style="list-style-type: none"> Hi Neighbor Our Story Why We Are Here What We Believe Join Us 	<ul style="list-style-type: none"> 8:15 Traditional 10:30 Traditional 10:45am Contemporary Sermons 	<ul style="list-style-type: none"> Children <ul style="list-style-type: none"> Portfolio of all activities (Sunday School, VBS, etc.) Youth <ul style="list-style-type: none"> Portfolio of all activities (Sunday School, Confirmation, Youth Group, etc.) Adult <ul style="list-style-type: none"> Portfolio of all activities for adults (Sunday School, Weekly Studies and Small Groups, Women's Groups, Men's Groups, etc.) 	<ul style="list-style-type: none"> Get Involved (Inside the church) Caring for our Community Serving our World 	<ul style="list-style-type: none"> calendar of events Blog

first
LIFE'S BEST IS AROUND THE CORNER

WELCOME HOME | MEET FIRST CHURCH | WORSHIP YOUR WAY | GROW IN FAITH | SERVE OTHERS | MY FIRST CHURCH

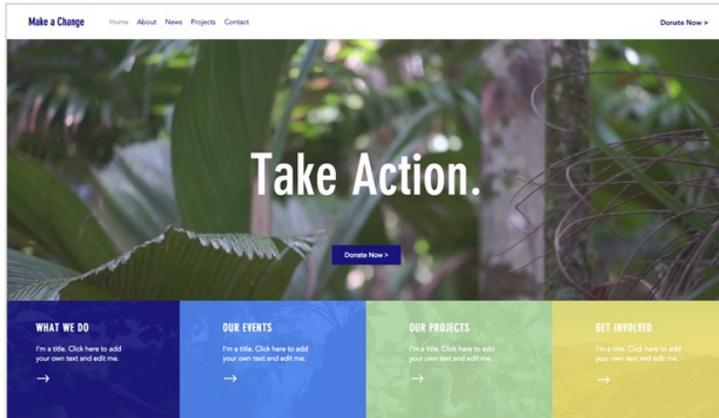
Be Part of Something BIG!
Serve others and make a difference in our world.

No matter where you are in life, you are welcome here.

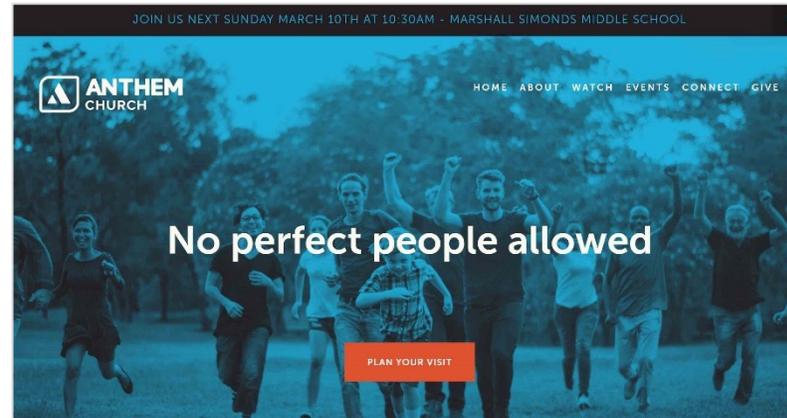
Visiting a church for the first time can be a little scary. People tend to worry about what to wear, what to say and even when to stand or sit down. Don't worry. We are a friendly bunch that is just happy to meet you!

Use a Templated Website

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



Wix



Weebly



SquareSpace

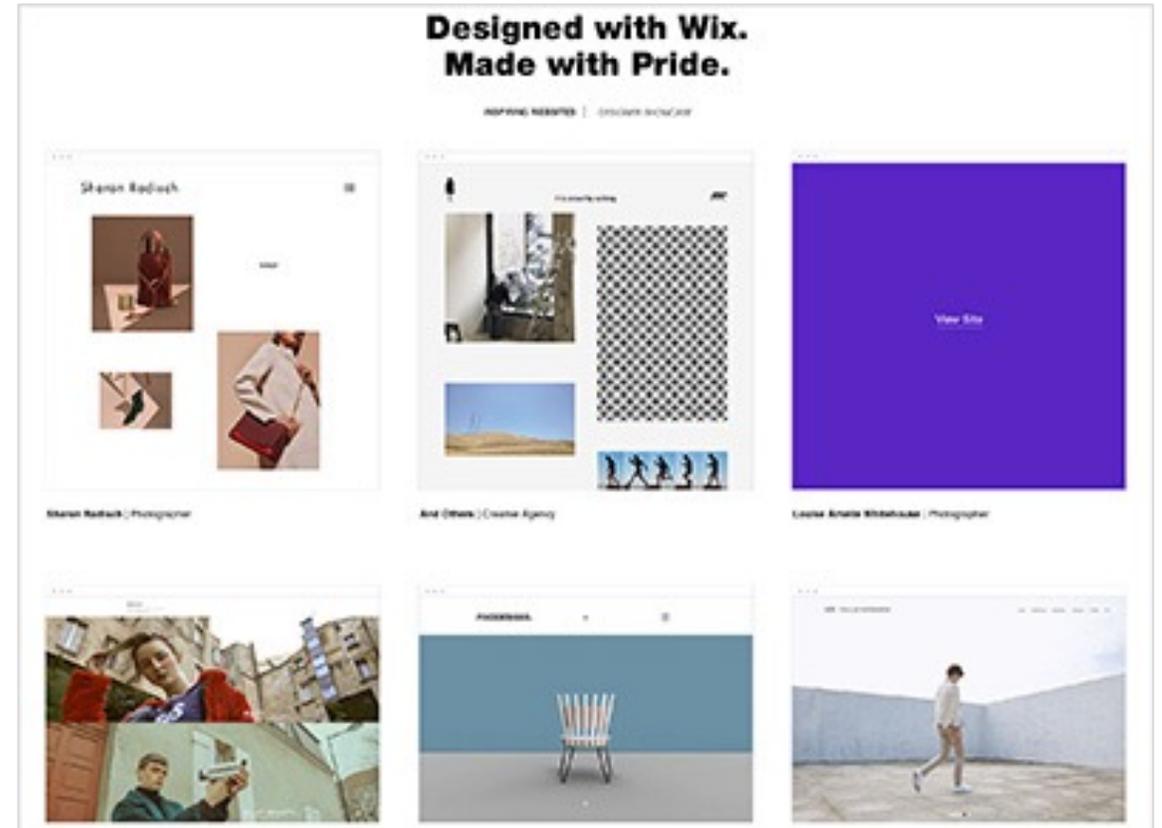
Wix = POPULAR

- 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.



	BEST VALUE		
VIP First Priority Support	Pro Complete Online Branding	Unlimited Entrepreneurs & Freelancers	Combo For Personal Use
\$ 39 /month	\$ 22 /month	\$ 17 /month	\$ 13 /month

<https://www.websiteplanet.com/blog/best-wix-templates-churches/>

<https://www.wix.com/website/templates/?criteria=church>

<https://www.wix.com/blog/2012/09/beautiful-church-websites/>

Great Wix Example



WELCOME HOME

Join us Sundays at 9:00am + 10:45am

Watch Live

More Sermons

Get Connected!

<p>Online Connect Card</p>	<p>Connect Groups</p>	<p>Online Giving</p>
<p>We would love to hear from you!</p>	<p>Learn more about joining a small group</p>	<p>Safe, quick, and secure giving</p>

SUBMERGE KIDS CONFERENCE

JUNE 25 - 26

MORE INFORMATION

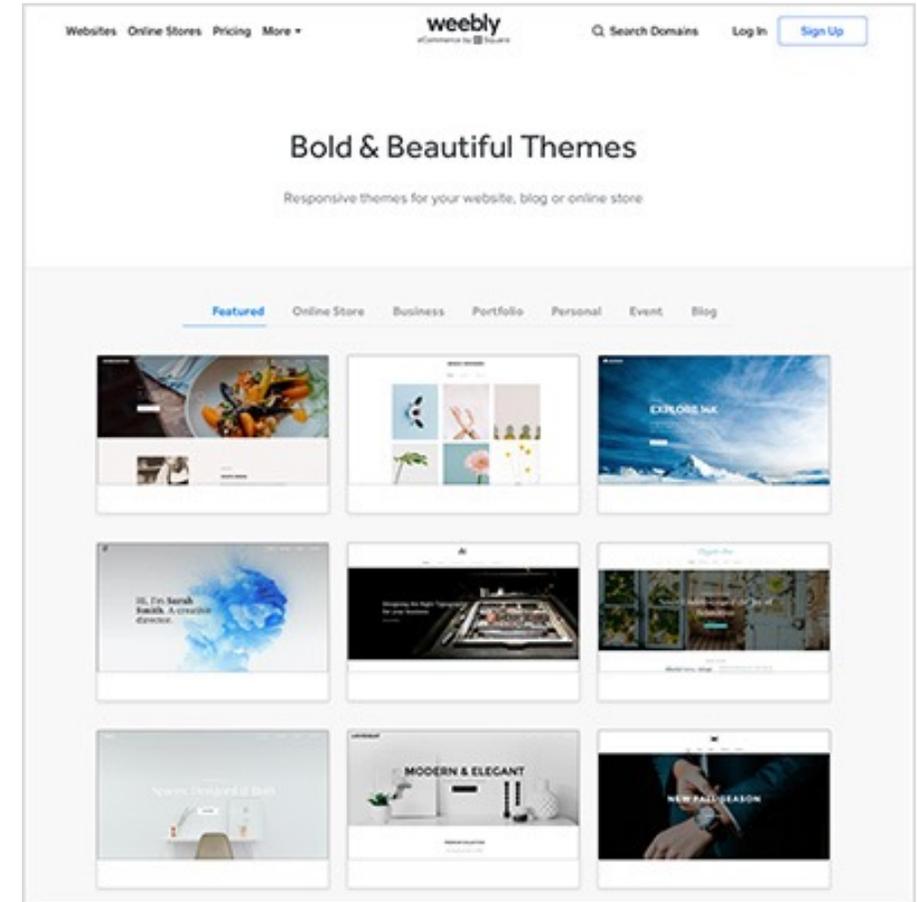
Weebly = SIMPLE

• 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.
- Weebly does not have a specific church template.



Free	Personal	Professional	Performance
Basic use	Connect to a custom domain	Build a professional, branded website for your business	Manage and grow your business with integrated eCommerce tools
\$0 /mo	\$6.00 /mo billed annually or \$9.00 month-to-month	\$12.00 /mo billed annually or \$16.00 month-to-month	\$26.00 /mo billed annually or \$29.00 month-to-month
SELECT	SELECT	SELECT	SELECT



Built with [Weebly](#).



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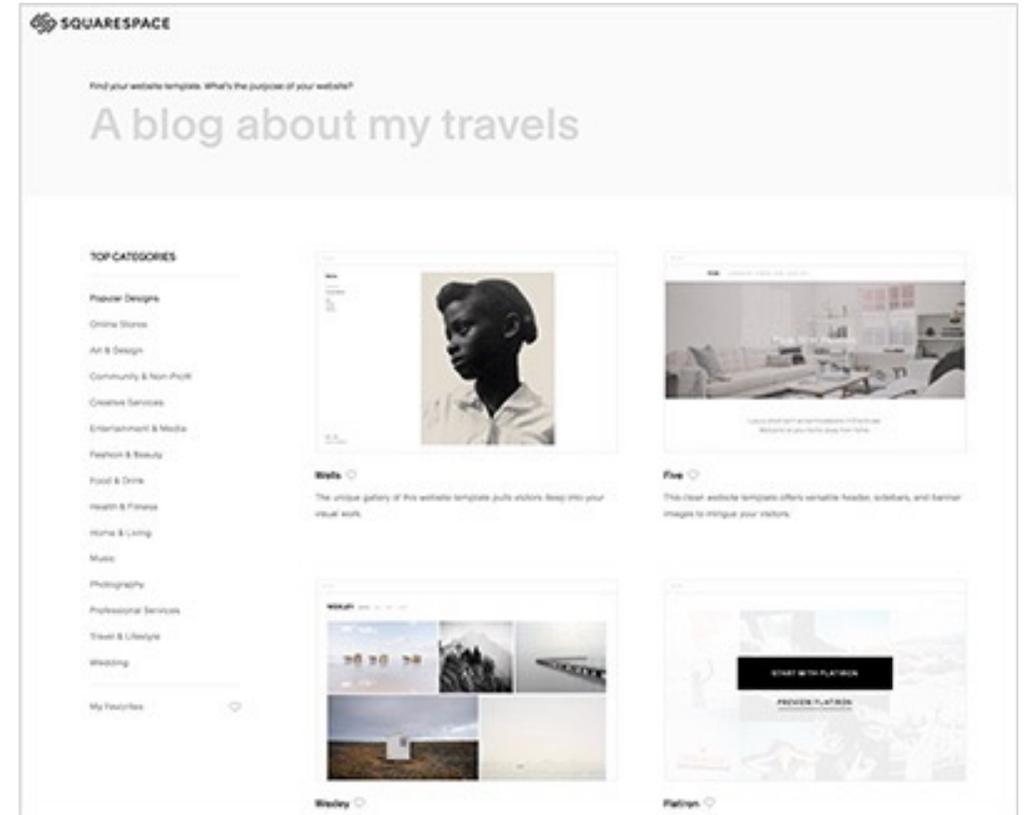
SquareSpace = PRETTY

- 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.
 - There are some non-profit templates but no specific church web templates.

<https://rigorousthemes.com/blog/best-squarespace-templates-for-churches/>

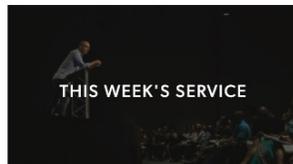
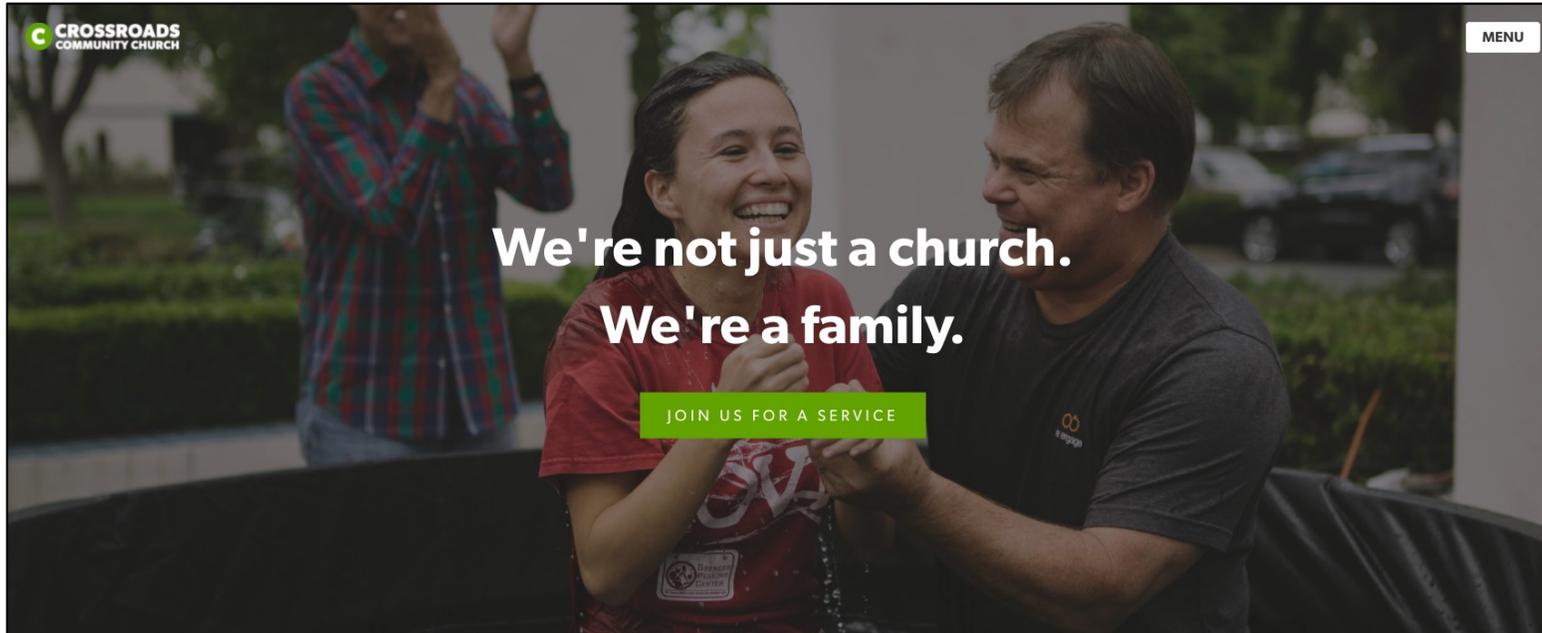
<https://churchdesign.co/tutorials-guides/20-amazing-church-websites-built-with-squarespace>

<https://www.squarespace.com/templates/browse/topic/community-non-profit/type/blog&launch-page&memberships&online-store&portfolio>



	MOST POPULAR		
Personal	Business	BASIC Commerce	ADVANCED Commerce
\$12	\$18	\$26	\$40
per month	per month	per month	per month
Save \$48 annually	Save \$96 annually	Save \$48 annually	Save \$72 annually

Great SQUARESPACE Example:



<https://lifeatcrossroads.squarespace.com/>

CENTRALIA COMMUNITY CHURCH

A Perfect Place for Imperfect People

ABOUT US

SERVICE TIMES

9:00 & 10:30AM

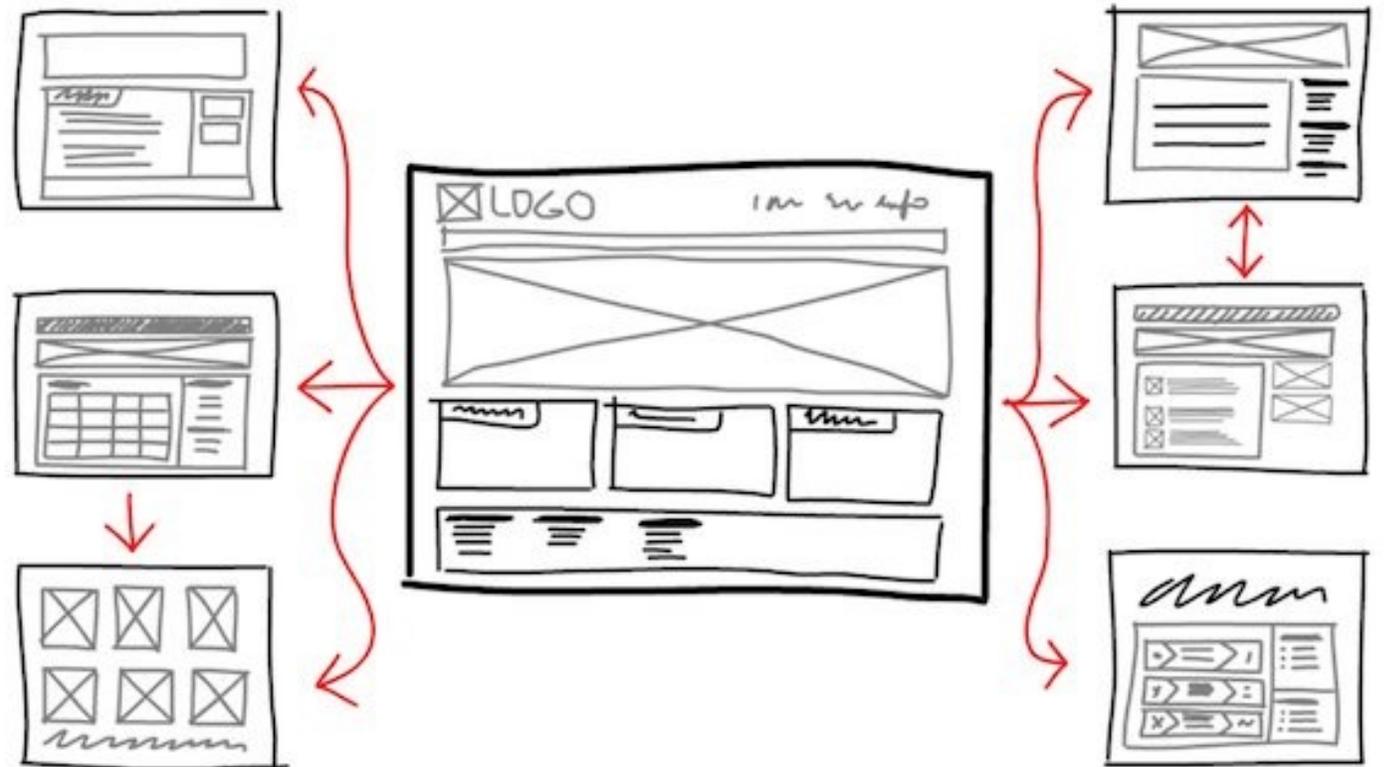
ADDRESS

3320 BORST AVENUE; CENTRALIA, WA
98521

Built with
with [Squarespace](#)
using the
[Anya](#) template.

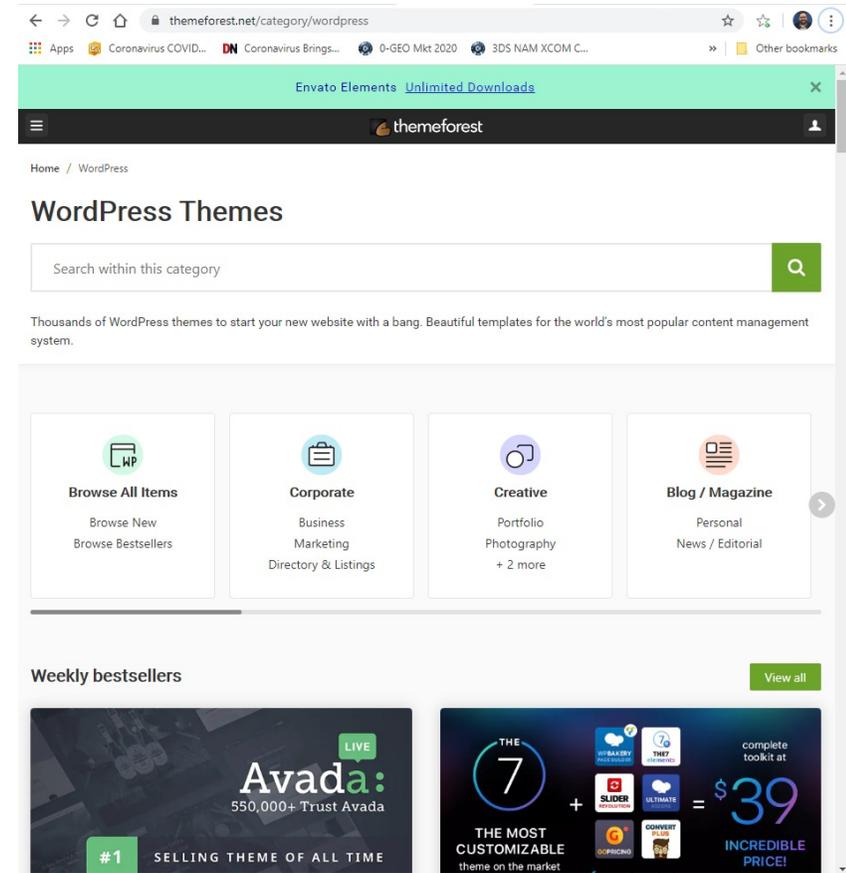
Create a wireframe of every page

- Create a rough sketch of every page on the website.
- Look at other websites for ideas.
- Keep them simple and post them on a single wall.
- Try asking key questions and then see if you can easily find an answer to it.



Search for design template & plugins to meet your vision.

- Search for “best 2020 church websites Wix” and find out what templates they used.
- Search for templates with your technology choice that look close to your wireframe or adapt your wireframe to look like it.





*Toughest part of
any website:*

CONTENT
for ministry
areas and
activities.

Building the page content

- 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.

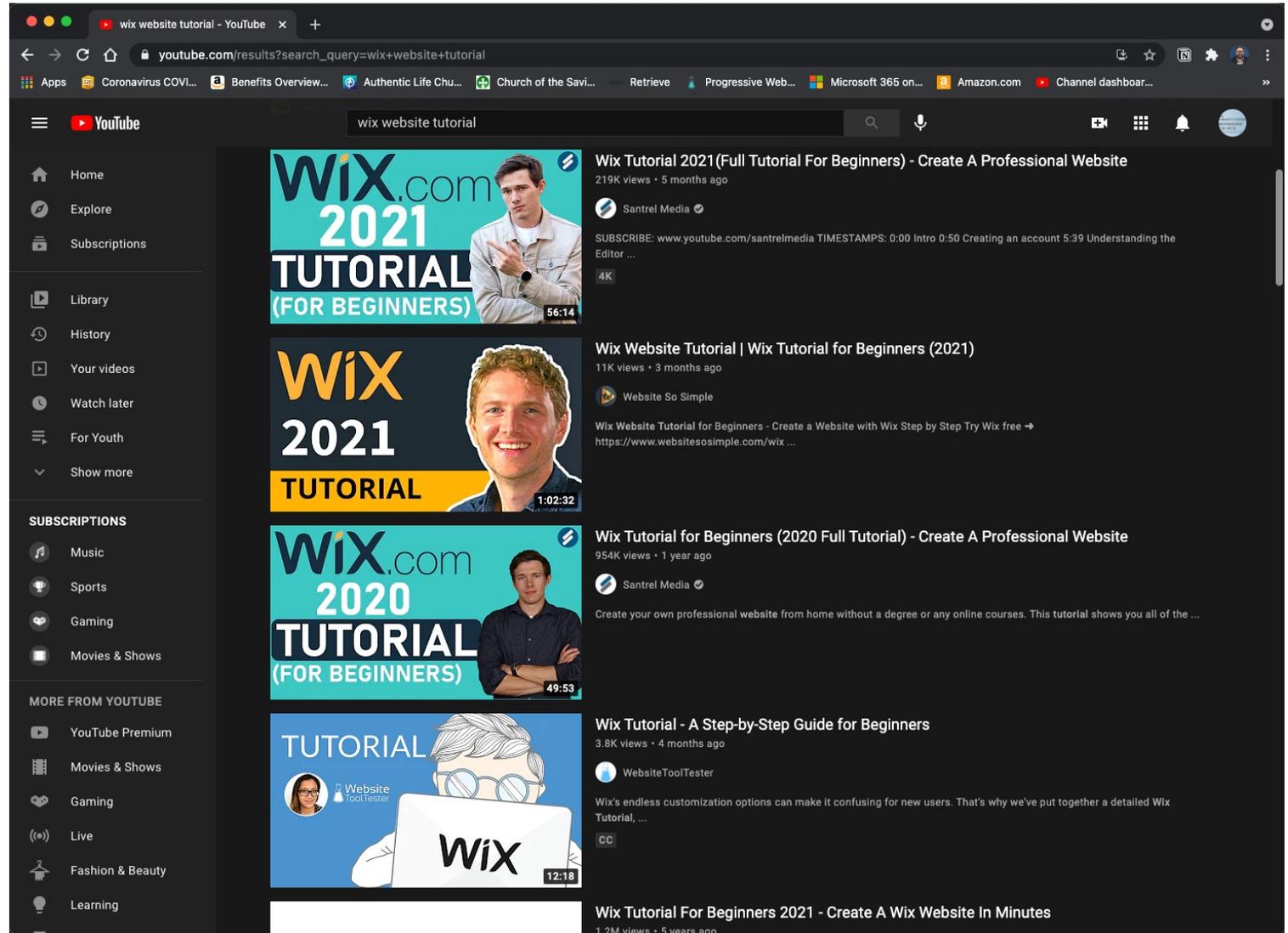


Help Google Find Your Website.

- 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.”

YouTube is Your Friend

There are tons of videos to show you how to build your site.



Final thoughts about your website

- Be Brief - you have 5 to 8 seconds to capture someone's attention.
- Keep it simple - you have to maintain this site.
- Must be mobile - 60%+ will use smartphones to find you.
- Keep content current - Nothing is worse than showing up late because it is summer worship hours.
- Cross-link pages - It helps people get around the site.
- Always keep improving - The first design will never work.

#2 Claim your location



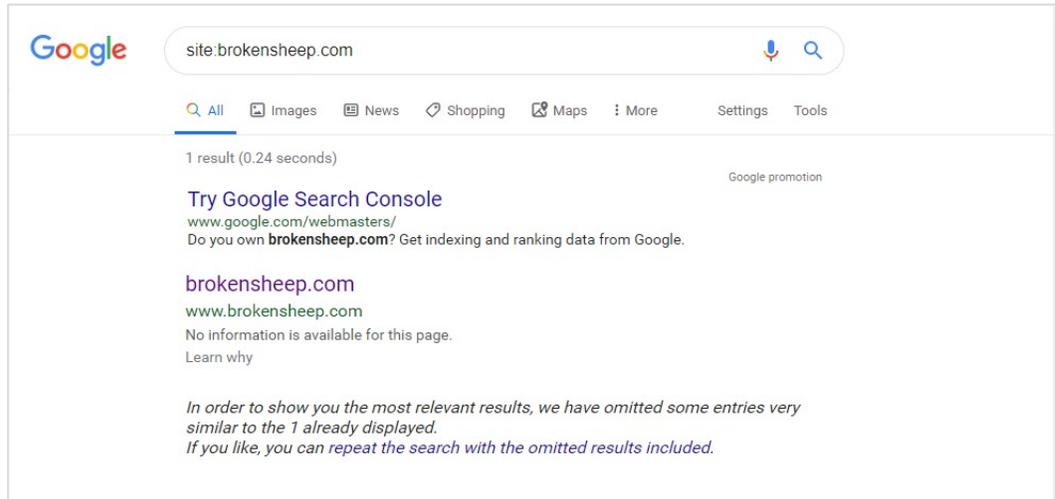
Assess Your Google Landscape

- 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).

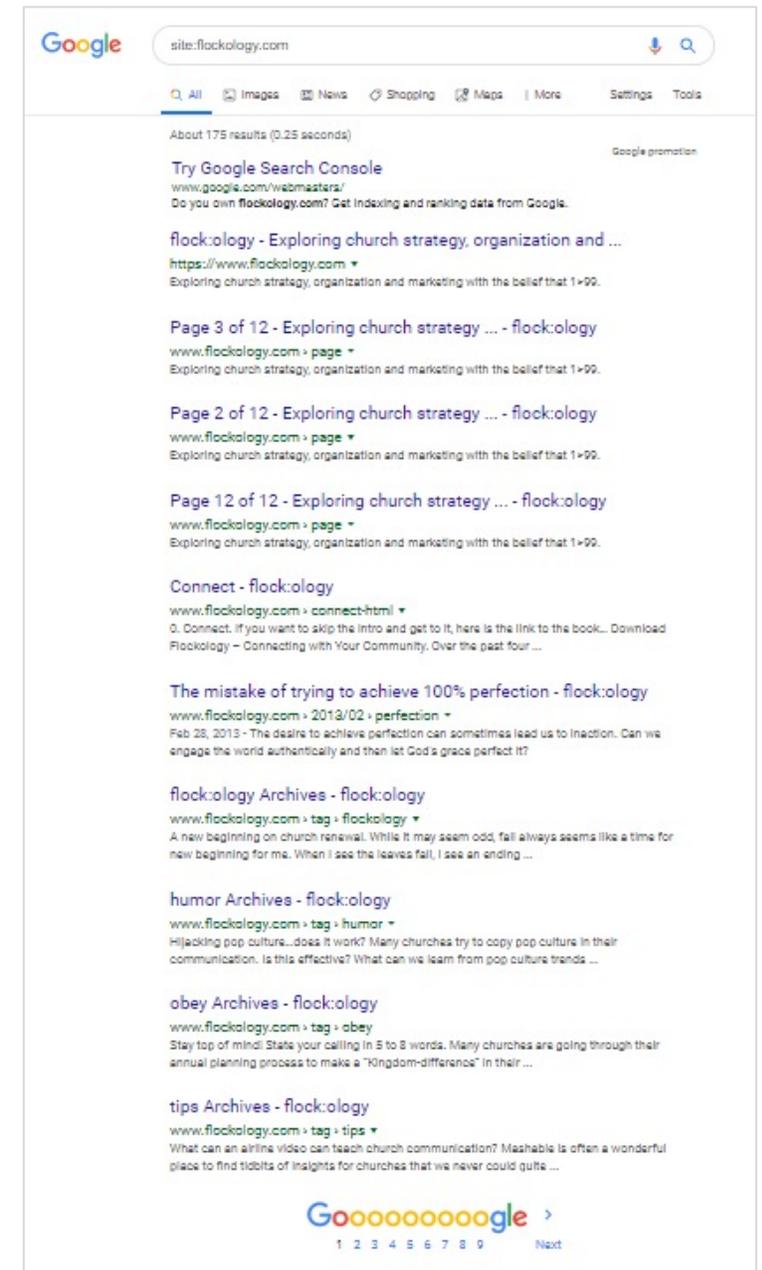
NOW...take note what page you are on and where you rank.

See How Google “Sees” 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.

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 showing the church location at 505 Bellefontaine St.
- Salem United Methodist Church - Home | Facebook** with a 5-star rating and 2 votes.
- Salem United Methodist Church - Home | Facebook** with a 3.5-star rating and 2 Google 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, 505 Bellefontaine St...**

The bottom of the page shows the Google logo and navigation buttons.

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 5.0-star rating and 2 reviews.
- Salem United Methodist Church (Wapakoneta, OH) - Find-A...** with a 3.5-star rating and 2 Google reviews.
- Salem United Methodist Church - Home | Facebook** with a 5.0-star rating and 2 reviews.
- Salem United Methodist Church - Wapakoneta OH - Join My Church**
- Salem United Methodist Church - Home | Facebook** with a 5.0-star rating 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 in Salem, Oh**

The bottom of the page shows the Bing logo and navigation buttons.

Yelp business page for Salem United Methodist Church. The page includes:

- Business name: Salem United Methodist Church
- Address: 403 Bellefontaine St, Wapakoneta, OH 45895
- Phone: (419) 738-8214
- Hours: 9:15 and Worship Service at 10:30am and Kids ...
- Rating: 5.0 stars (2 reviews)
- Business description: "Welcome. It is our mission to make disciples of Jesus Christ for the transformation of the world. We believe the best way to achieve this goal is to be a welcoming place where we can each come to Christ, grow in Christ, and serve others in the name of Christ."
- Reviews: 2 reviews, including one from Facebook dated Aug 06, 2018.
- People also search for: First United Methodist Church, Lima Baptist Church, St. John's Lutheran Church, St. Paul United Methodist Church.
- Related searches: saalem united methodist church, saalem united methodist church pa, saalem united methodist church preschool, saalem united methodist church salem mo, saalem united methodist church denver, saalem methodist church, saalem united methodist church denver ne.

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

- Profile picture and cover photo.
- Home, Posts, Reviews, Videos, Photos, About, Community, Events.
- Post: "Salem United Methodist Church" with a photo of a church service.
- Post: "Salem UMC choir members... there will NOT BE their choice tomorrow night!"
- Post: "Salem United Methodist Church" with a video thumbnail.
- About section: "505 Bellefontaine St, Wapakoneta, Ohio 45895", "Phone: (419) 738-8214", "Website: www.salem-umc.org", "Hours: 9:00 AM - 12:00 PM".

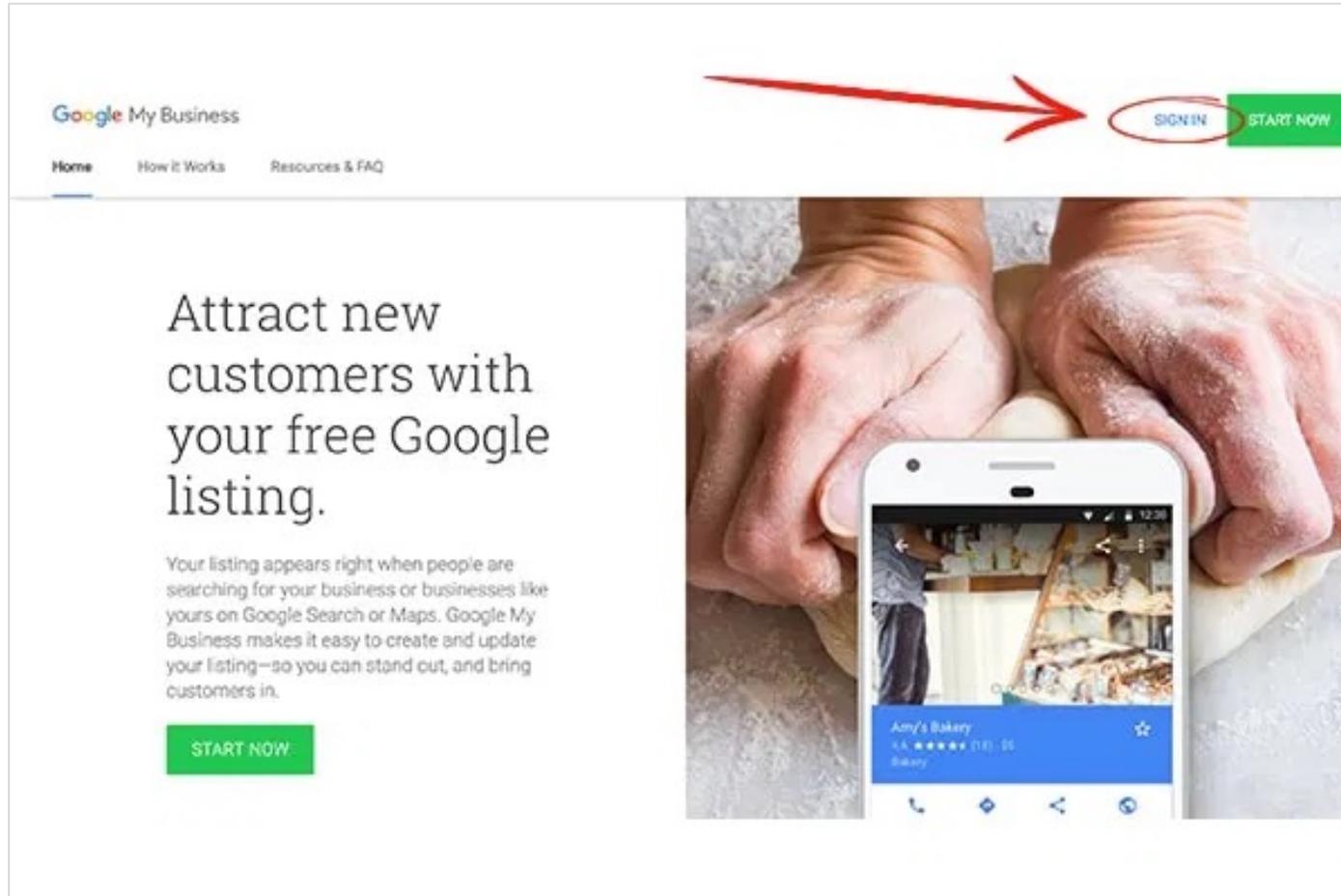
Yelp.com

Facebook.com

Google.com

Bing.com

Claiming your location on Google



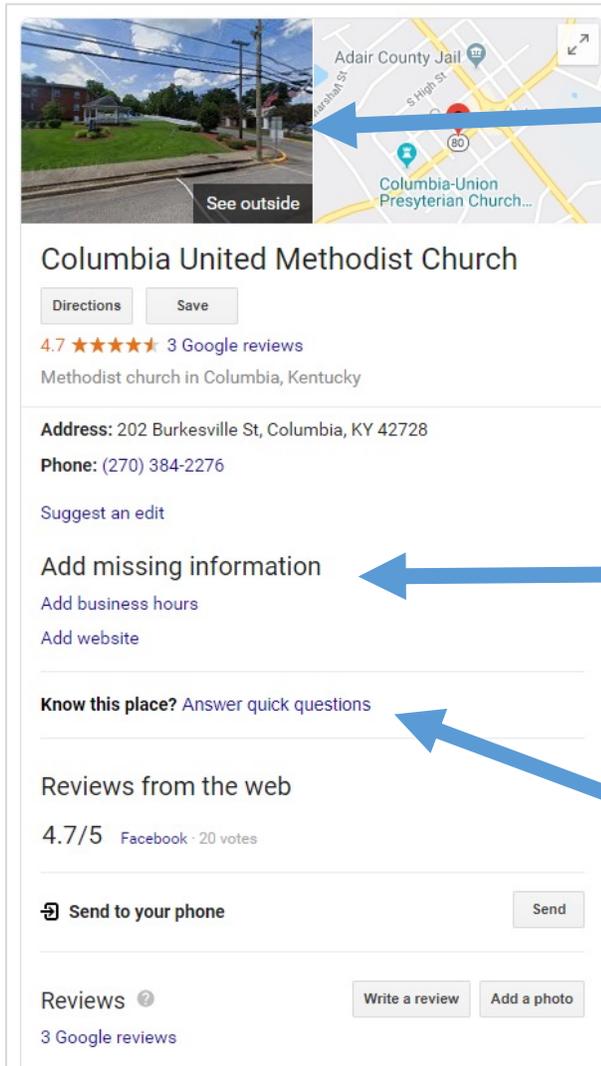
Computer

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!!!

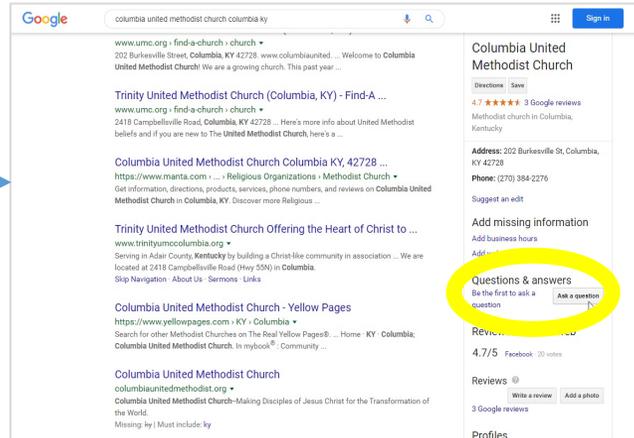
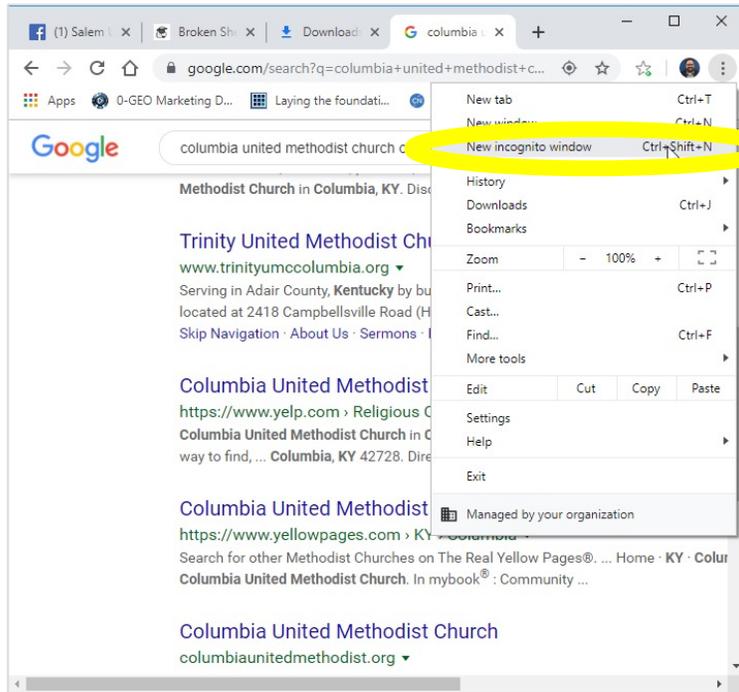


Add pictures of the building and the people (with appropriate care.)

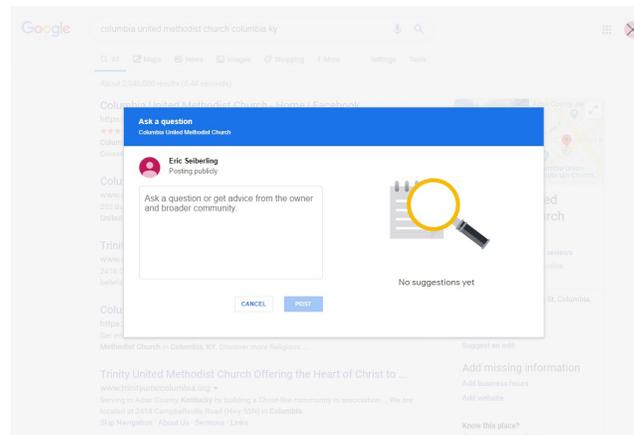
Business Hours, Contact Info and website are Important!

Create Q&As for key questions visitors may have.

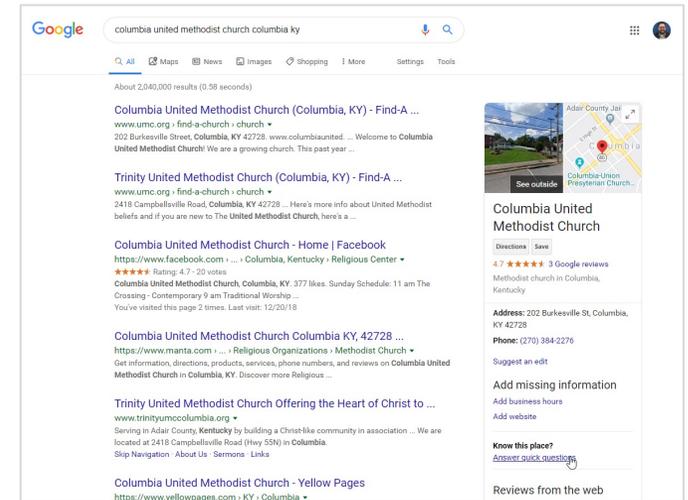
How to add Q&A's



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.

#3 Get Found via Outposts



Start with Facebook

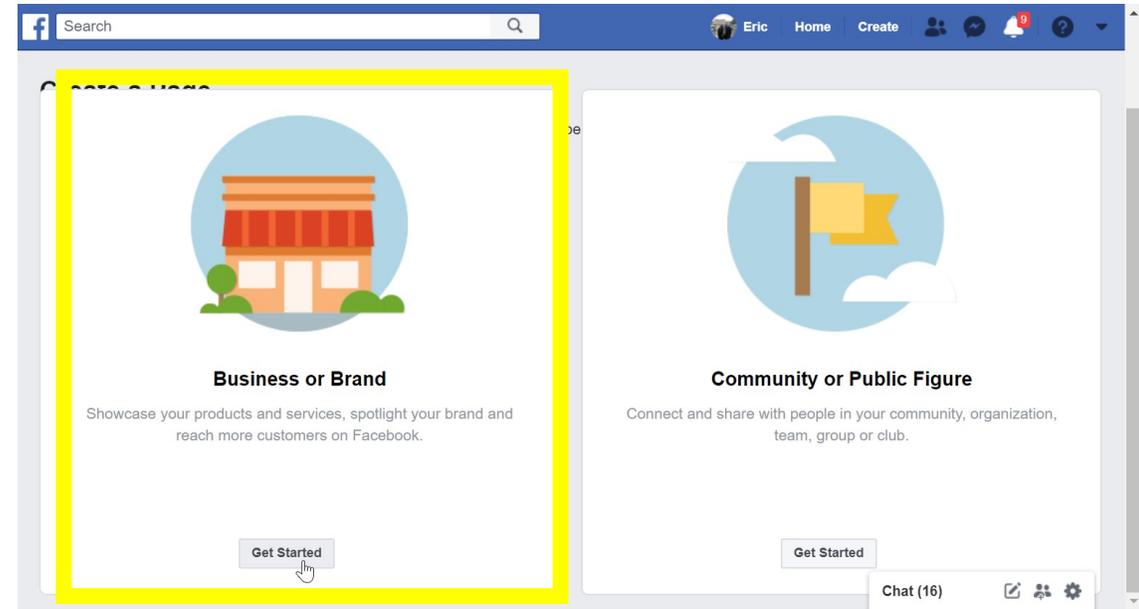
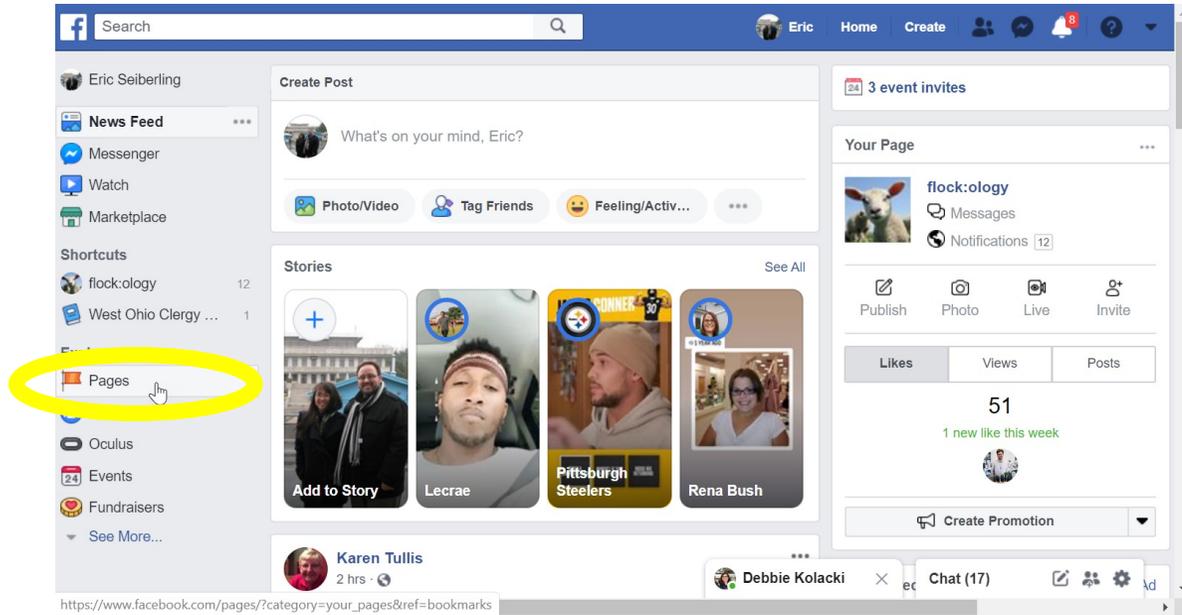
- High traffic site that fits into people's daily habits
 - 66% of monthly **Facebook users** use it daily.
 - Americans spend 58 minutes per day on **Facebook**.
 - Each visit lasts 8 to 10 minutes.
- The Pros
 - Super easy to set up.
 - Simple to manage
- The Cons
 - Very limited functionality.
 -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



Facebook is matters.

Set up a Facebook Page

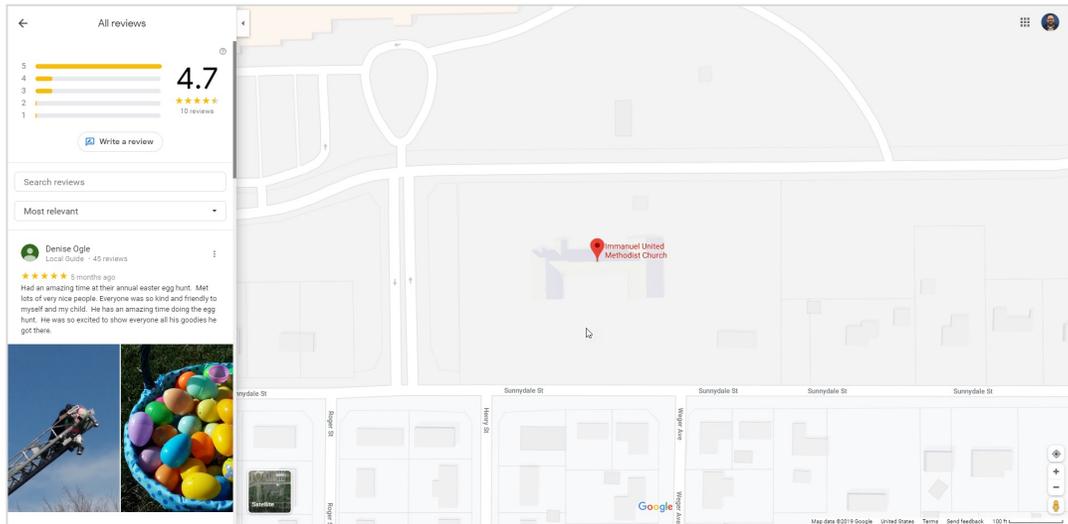
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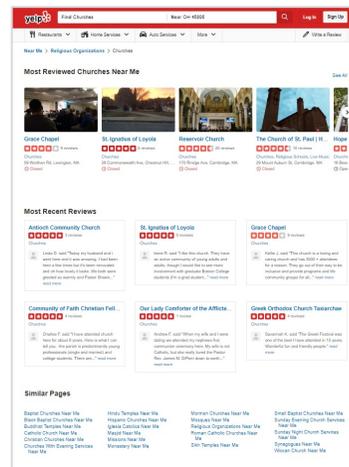
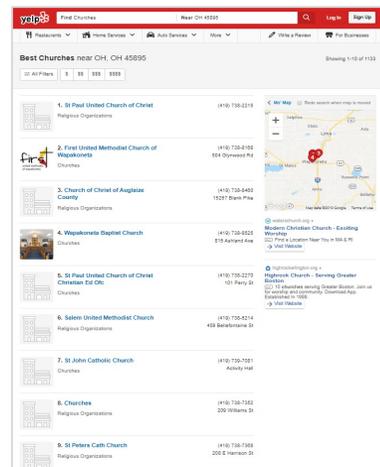
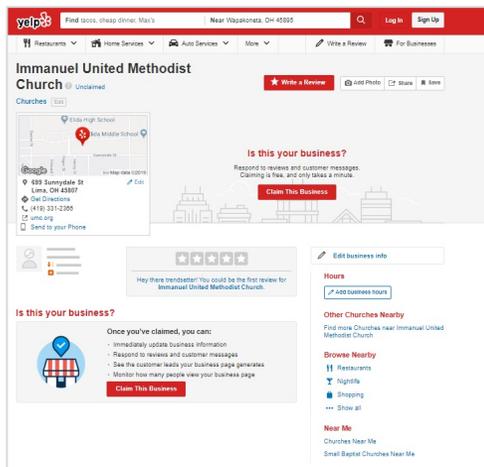
Feed Your Facebook Page

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

Get reviews for your church!



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



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

Let's Chat!



broken sheep llc

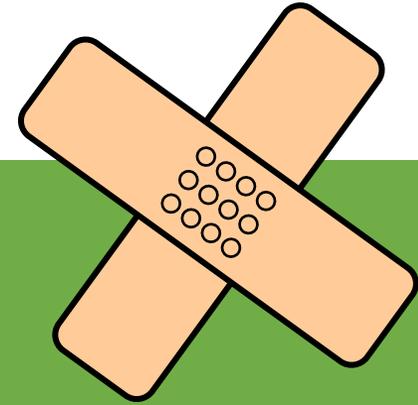
helping churches embody 1 > 99

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