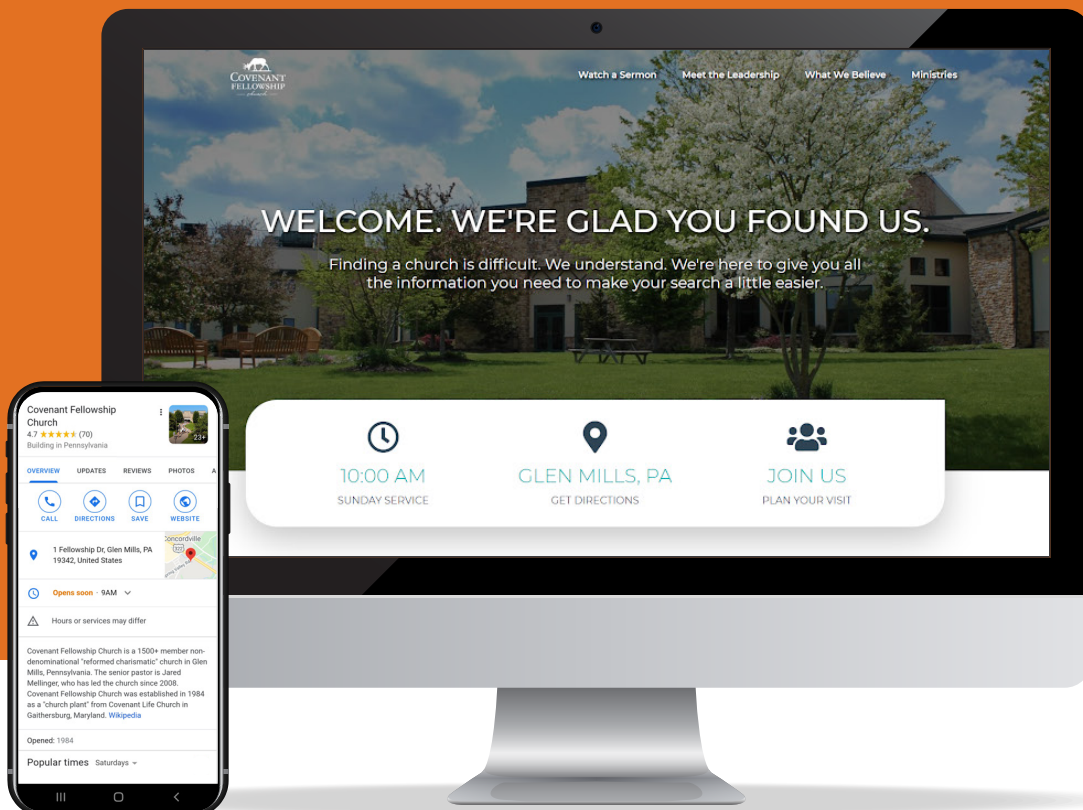


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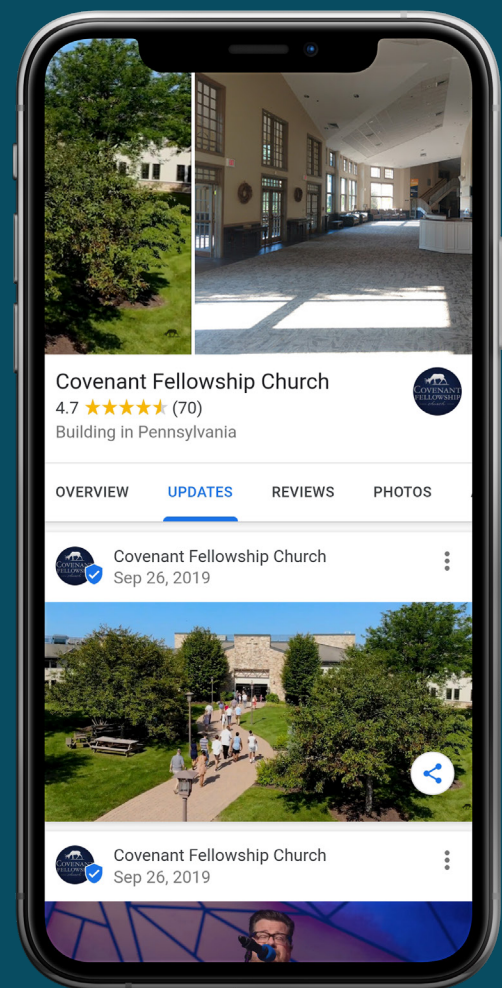
Practical Steps *to Improve* Your Church's Digital Presence



Five Practical Steps to Improve Your Church's Digital Presence

The world lives online. Everyday things like communication, shopping, and even relationships have all gone digital. Yet, when the church is left to its own devices, it too frequently lags behind the innovation of the culture. And, in many cases, it lags **far** behind the culture, which means churches are missing a significant opportunity to take advantage of where folks are living today.

However, there are simple, practical steps that churches can take to improve their online presence and connect with their local community:

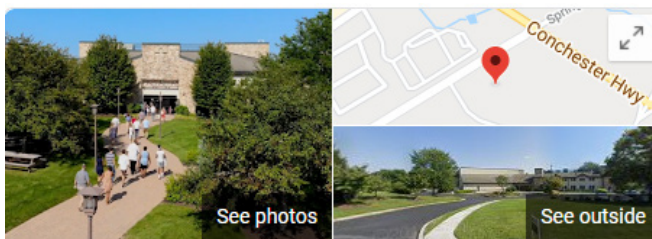


Step #1:

Enhance Your Church's Profile on Google Search Results and Maps

Thirty years ago, people found a local church through the Yellow Pages. Today, they find you through Google. In fact, almost half of all Google searches are searching for local information? That means people are searching for things like restaurants, theaters, local concerts, and, yes, churches.

These are the same people you seek to reach with your bottled water giveaways each summer. You connect with them through your postcard mailers each Easter season. But they are most likely to find you through Google. For this reason, local search engine optimization (SEO) is increasingly important for churches to address.



Covenant Fellowship Church



Website

Directions

Save

Call

4.7 ★★★★★ 70 Google reviews

Building in the Delaware County, Pennsylvania

Covenant Fellowship Church is a 1500+ member non-denominational "reformed charismatic" church in Glen Mills, Pennsylvania. The senior pastor is Jared Mellinger, who has led the church since 2008. Covenant Fellowship Church was established in 1984 as a "church plant" from Covenant Life Church in Gaithersburg, Maryland. [Wikipedia](#)

Address: 1 Fellowship Dr, Glen Mills, PA 19342

Opened: 1984

Hours: Closed · Opens 9AM Thu ▾

Phone: (610) 361-0606

46% of all Google searches are looking for **local information.**

(Source: GoGulf)

You can start by creating a **Google My Business** profile. It allows virtual visitors to get a glimpse of life at your church, read reviews from members and other visitors, and provide easy access to directions and essential information needed to visit.



What's a simple, practical next step?

Creating your Google My Business profile takes 10 minutes. Get started at: www.google.com/business

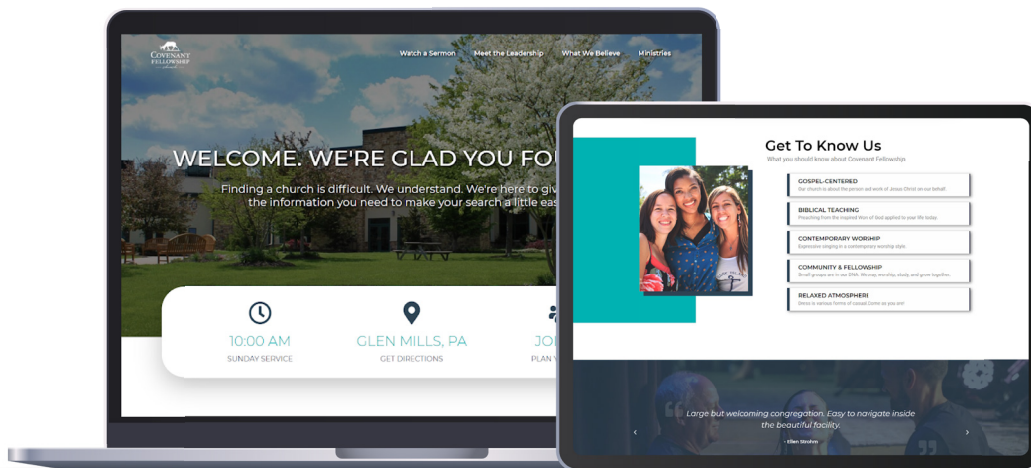
Step #2:

Invest in a Quality, Engaging, Visitor-Focused Website

Imagine if a new-comer arrived at your church to a lawn that hadn't been cut in 7 weeks, cracked sidewalks, and doors hanging off their hinges. Inside, the ceiling is coming down, half the lights don't work, and there is no one there to greet them or answer their questions. No pastor would allow that level of disheveledness to occur.

However, that is often the functional condition of many church's websites. A visitor knocks on the virtual front door of your church and they are greeted with disheveledness: awkward church member language that visitors don't understand, poor imagery that's not reflective of church life, outdated events, etc. It's time to remodel.

A well-designed, clean, easy-to-navigate website is worth the investment. It will provide a good and accurate first impression of your church, making the visitor more likely to cross through your actual front door.



Don't underestimate the evangelistic power of a good website.



What's a simple, practical next step?

Review your website analytics (most often **Google Analytics**) to understand how new visitors are using your website. This will help you understand where people are getting stuck and inform your website redesign.

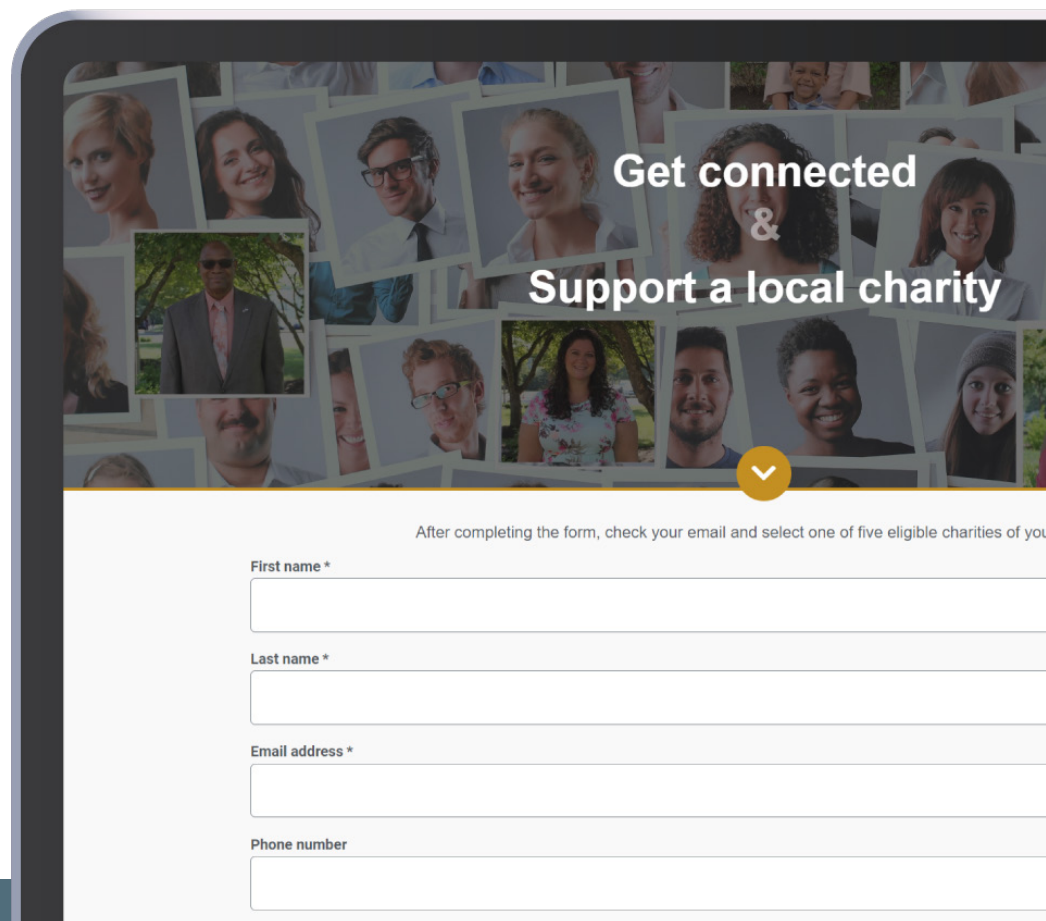
Step #3:

Digitize Your Welcome Card and Automate Your Welcome Process

Most churches have a wonderful tradition of welcoming visitors. However, some fail to use that opportunity to make a connection with them, to capture their contact information for follow up visits and provide more information about the church. And many who do capture that information are still asking them to write it down on a postcard.

Remember, the world lives online. More and more, visitors have increased comfort using their phones rather than a postcard. And not only is using a digital welcome card in keeping with the times, it also eliminates manual data entry for church administrative staff.

Furthermore, the use of a digital welcome card allows you to easily automate your visitor follow-up process. Using an email platform like Mailchimp, you can automatically kick off a welcome email campaign so the visitor receives an email just minutes after leaving your service. Through this and other follow up emails, they'll have at their fingertips ways to connect and next steps to take.



Get connected
&
Support a local charity

After completing the form, check your email and select one of five eligible charities of your choice.

First name *

Last name *

Email address *

Phone number



What's a simple,
practical next step?

Review your **physical welcome card** and reduce the information your request. Ideally this is 4 fields or less.

Step #4:

Develop a Creative Ministry Team

The digital world in which we live is a machine that consistently needs to be fed content. To have an effective social media presence and a fresh, consistently updated website that provides an accurate view of the church for visitors requires new and compelling content. And while pastors can often be creative people, their time is needed to counsel the flock and prepare sermons. Luckily, often contained within the congregation are many volunteers who can be brought together to form a **Creative Ministry Team: photographers, graphic designers, video editors, and even a social media coordinator.**



At a minimum, all that you need to start this team is to find a person in your church with a quality camera and an eye for a good shot.

Having a team like this in place will help bring your church's digital presence to life. They become another front-line team giving the digital world its impression of your church, as well as a service ministry that fundamentally impacts outreach into the community.

With the right person at the helm of this team, the pastor can still be a shaping voice in the messaging process without being bogged down by the workload.



What's a simple,
practical next step?

Send an email to your church with a sign-up form to see who's interested in volunteering to take photos on Sundays mornings and special church events.

Step #5:

Tap into the Power of a Digital Marketing Partnership

Many churches approach evangelism in one of two ways.

The first approach is rooted in a general discomfort with outreach which results in sporadic efforts at best and passivity at worst. **The second approach** focuses on more traditional promotional methods such as print invitations and mailers, but these are increasingly less effective methods that yield little fruit by comparison to the reach and effectiveness digital advertising affords churches.

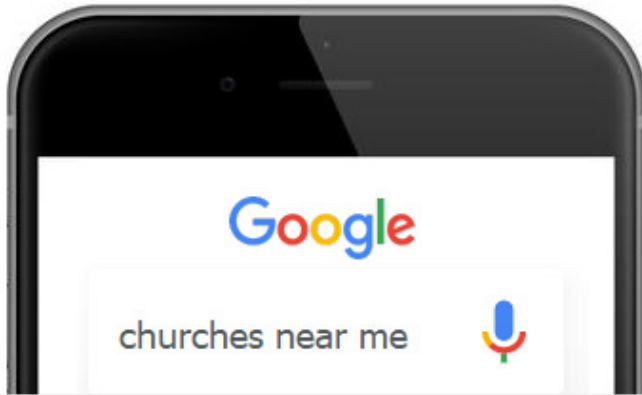


With digital advertising you can target who sees your ads, how frequently your church is viewed, and evaluate which ads are working and why. Furthermore, you gain the ability to spread the Gospel in your community at an exponential scale, and because digital outreach campaigns run day and night you can be found when it matters most.

However, many churches do not have this sort of expertise in-house and lack the ability to take advantage of the powerful tools now available. What's needed is a partner with the fervor and passion for spreading the Gospel to walk alongside your church, helping you harness the power of digital marketing. We'll help you fundamentally transform how you do outreach, so you get the most out of every dollar you spend.

We'll help your local outreach by targeting your events just to the people they're designed for. We'll craft search ads that will ensure your church is seen by those looking for the very things your church provides.





Digital Outreach, LLC will improve your outreach potential as well as your outreach effectiveness. Nothing will ever replace the role of the church, the gospel, or the preaching of God's Word. Digital Outreach, LLC is simply there to partner with you to help others benefit from these irreplaceable functions of the church.

What's a simple, practical next step?

**Sign up for a FREE trial and learn more
about digital outreach.**

Visit www.digitaloutreach.com today.