

Church Online-Presence Self Check Basics

Google (Google will feed many other search engines)

- Does the church have a gmail account?
- When you search for your church, is the listing owned by the church?
- Does your phone, address, and website show in your listing?
- Have you completed your business registration with google?
- Do you list your times, style, and photos on Google My Business?
- Does your location show up on Google Maps? (register Google My Business)
- Are there any negative reviews of your church? (must address them all and reflect your culture)

Social Media Posts – General questions to consider

Why are you posting? Who is your audience? Does it glorify God, and further the gospel?

Facebook

- Do you have a business page setup for the church?
- Is the address to the page matching the name of your church?
Try and create a @handle that can be the same on all social media.
- Do you have a simple header image that can translate into different sizes well? (phone, etc.)
- Do you have a logo or icon that you can use for the church profile photo? (no faces)
- Is your About Section relevant, current, and include your contact info and website?
- Have you deleted old or irrelevant posts that are unnecessary? (event reminders, etc.?)
- Do you have a pinned post that will help people get to know your church better?
- Are you replying to comments on videos and livestreams (even after the fact, engagement helps create community)?

Instagram

- Same as Facebook on @handle, and business setup.
- Are you posting pictures at a 1:1 ratio, or 3:4? Try to avoid 16:9 photos.
- Are you engaging with comments?

Twitter

- Same as FB on @handle, and header.
- Who are you Retweeting that you follow? Do you share relevant information?

YouTube

- Handle cannot be personalized until 100 followers?
- Are you sharing your YT page on the other channels? Ask for them to follow.
- Always interact with comments, even the spam/trolls. (Assume the best always, it takes the wind out of their sails, delete when necessary.)

Website

- Is it responsive for mobile use (easy to use on a phone and desktop)?
- Do you have everything a guest needs for a Sunday on the home page? (service times, services provided, ministry activity for Sundays)
- Do you have a photo of the Pastor and leadership team on the home page?
- Is your mission and vision as a church plain for people to see quickly?
- Do you have service times and phone at the top?
- Do people know why they can call?
- Recommend 3-5 pages for all information (phone users don't use menus, and need clear calls to action for finding information from your other pages). For example. In the About section on the home page, link to Statement of Faith in the text, and provide a button at the end of the section for people to easily click as they scroll.
- Can people find your social media channels?
- Have you checked your spelling, grammar, etc.?
- Have you added any Search Engine Optimization to the site to be found better on searches?

