



*broken sheep llc*  
helping churches embody 1 > 99

# Improving Your Church's Web Presence

Eric Seiberling



# Which Church Would You Attend?

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



[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.bright.net/~fumc/](http://www.bright.net/~fumc/)

[www.wapakfirst.org](http://www.wapakfirst.org)



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Kim's a successful pastor for 23 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@hawaiiintel.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](http://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](http://keahavineyard.com) or email Pastor Kaleo Waia'u at [keahavineyard4kaleo@yahoo.com](mailto: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](http://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](http://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](http://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**

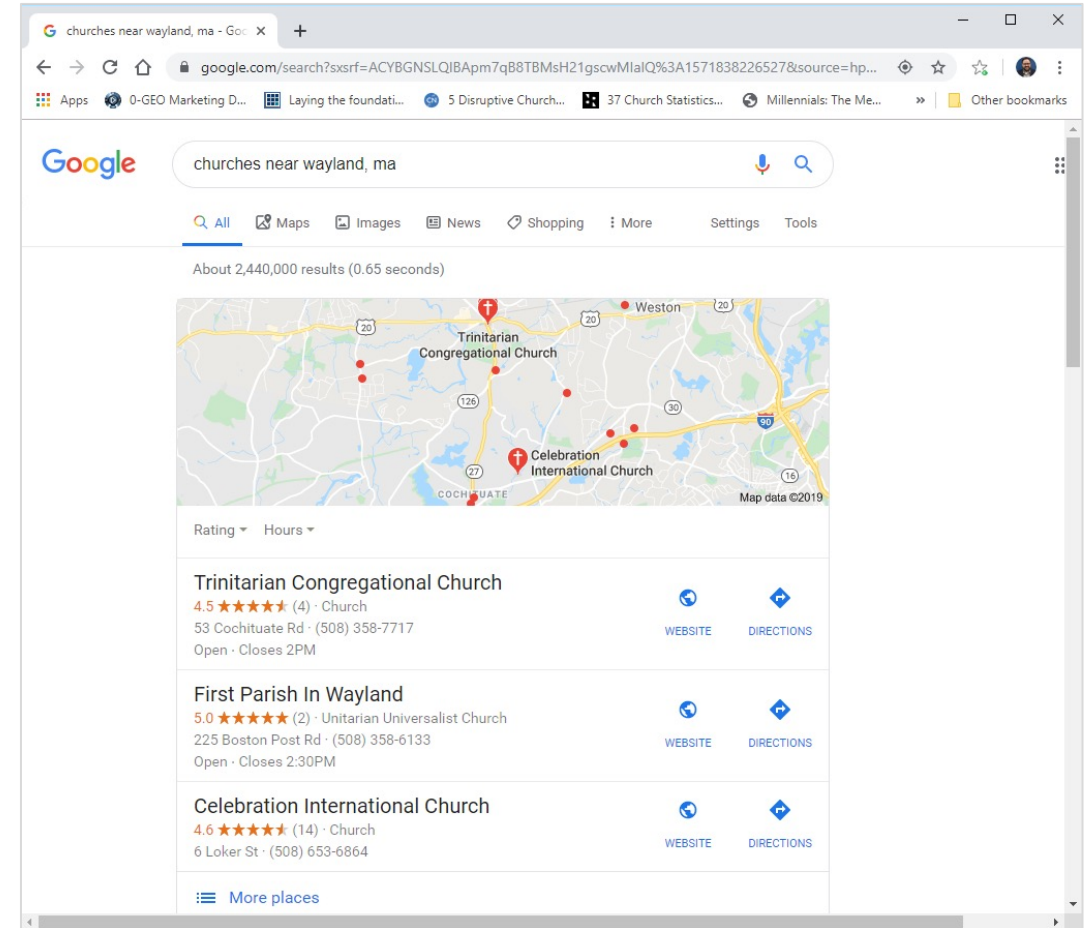
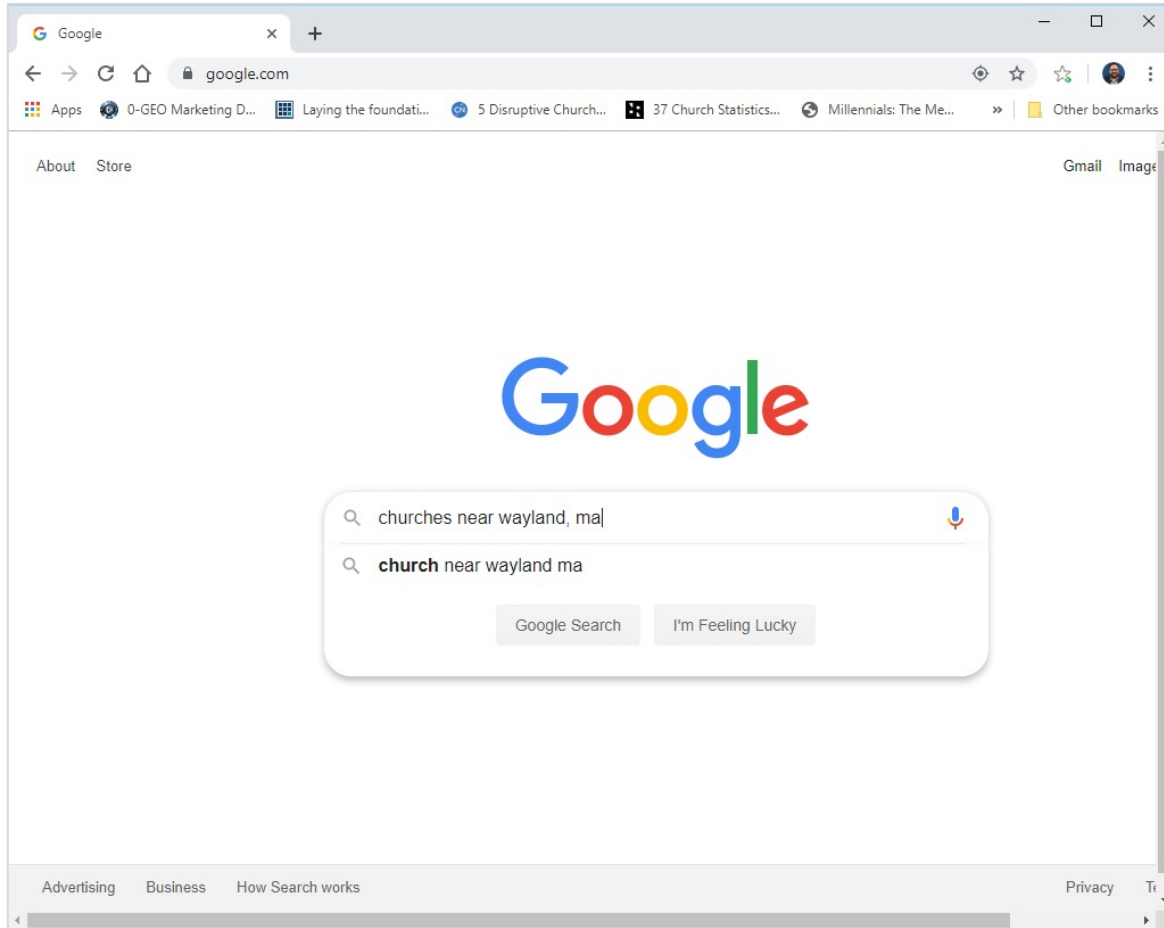
**Community United Methodist Church Of Huntington Beach**  
6652 Heil Av Huntington Beach..... 714 842-4461

**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)





# 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

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Google search results for "saalem united methodist church wapakoneta ohio". The search shows approximately 114,000 results in 0.56 seconds. 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 5-star rating and 2 votes.
- Salem United Methodist Church - Home | Facebook** with a 5-star rating and 2 votes.
- Salem United Methodist Church 505 Bellefontaine St ...** with a 5/5 rating 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, and the footer shows the Google logo and navigation links.

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 5/5 rating and 2 reviews.
- Salem United Methodist Church (Wapakoneta, OH) - Find-A...** with a 5/5 rating and 2 reviews.
- Salem United Methodist Church - Home | Facebook** with a 5/5 rating and 2 reviews.
- Salem United Methodist Church - Wapakoneta OH - Join My Church**
- Salem United Methodist Church - Home | Facebook** with a 5/5 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 Bing logo and search bar are visible at the top, and the footer shows the Bing logo and navigation links.

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

- Business Name:** Salem United Methodist Church
- Address:** 403 Bellefontaine St, Wapakoneta, OH 45895
- Phone:** (419) 738-8214
- Hours:** 9:15 AM - 5:00 PM
- Rating:** 5.0 stars (2 reviews)
- Categories:** Religious Organizations
- Business Status:** Unclaimed
- Reviews:** 2 reviews, including one from Facebook dated Aug 06, 2018.
- Photos:** 4 photos
- Map:** A map showing the church's location in Wapakoneta, OH.

The Yelp logo and navigation bar are visible at the top.

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

- Profile Picture:** A photo of the church building.
- Cover Photo:** A religious image of a person in prayer.
- Page Info:** Salem United Methodist Church, 403 Bellefontaine St, Wapakoneta, Ohio 45895.
- Posts:** A post from October 21, 2018, with 54 shares.
- Community:** 54 people like this page.
- About:** Religious Organization, Methodist Church, 505 Bellefontaine St, Wapakoneta, Ohio 45895.

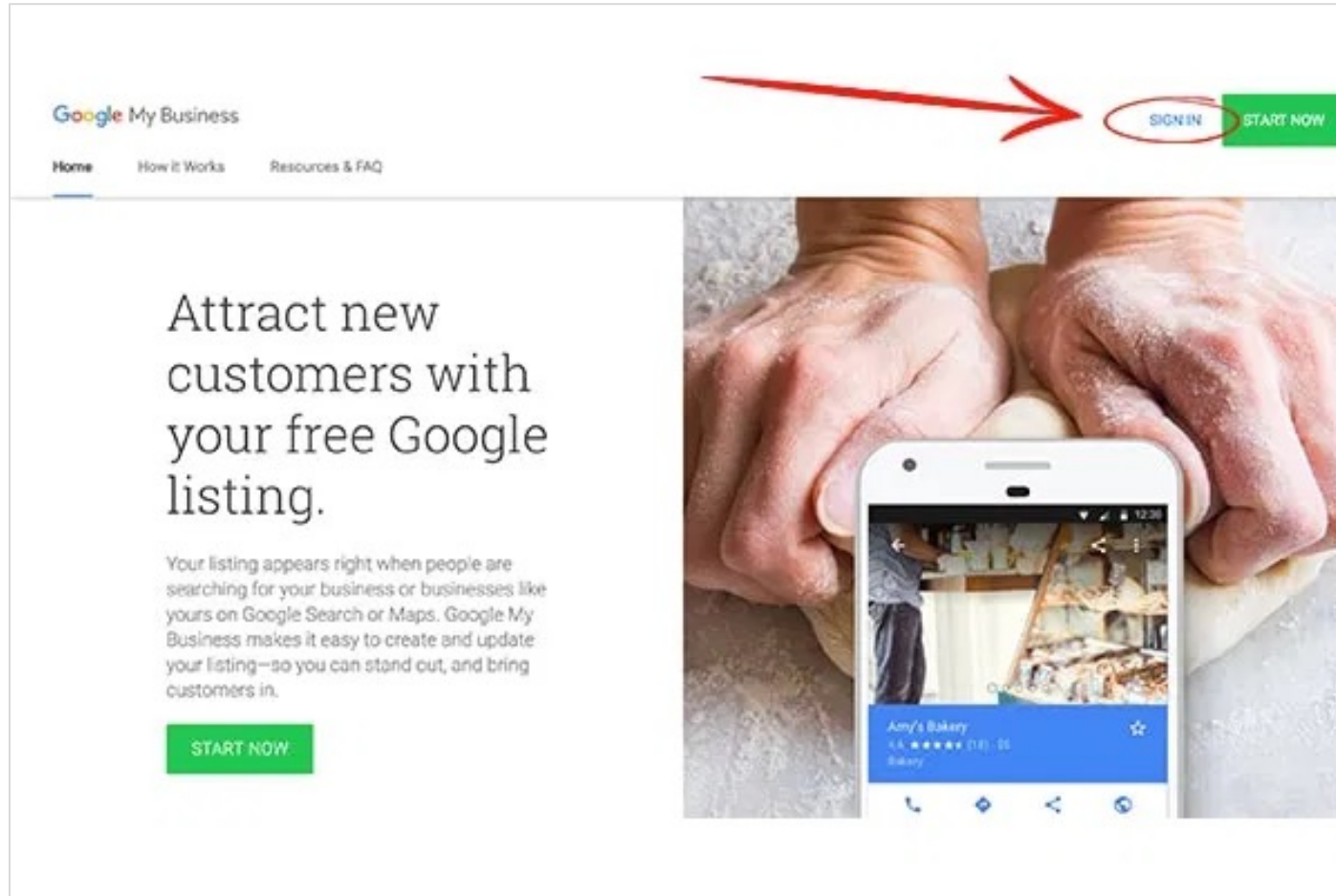
The Facebook logo and navigation bar are visible at the top.

Google.com

Bing.com

Facebook.com

# Claiming your location on Google



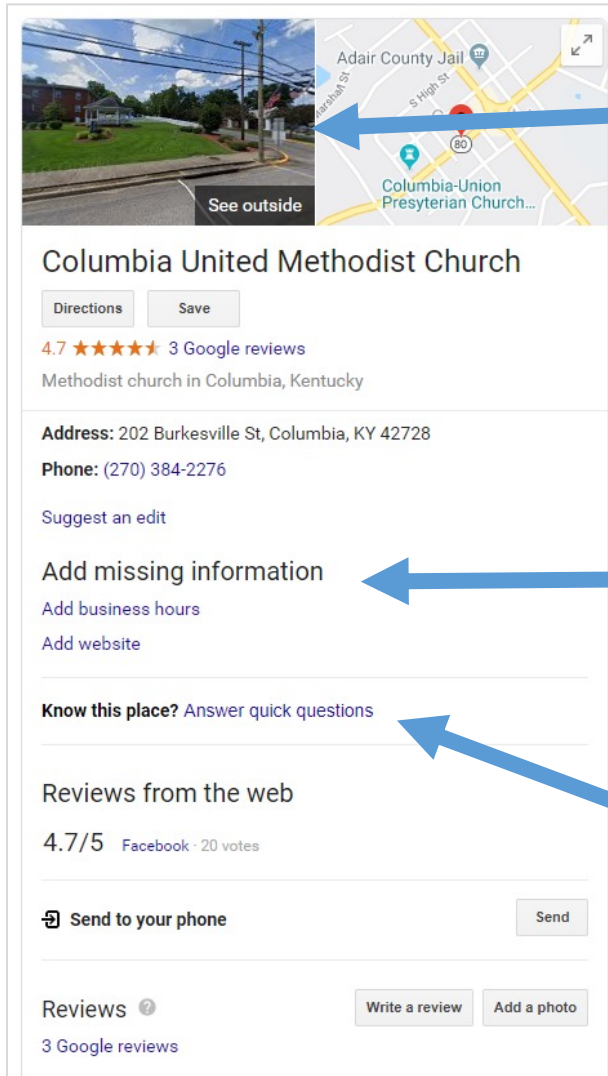
Computer

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!!!

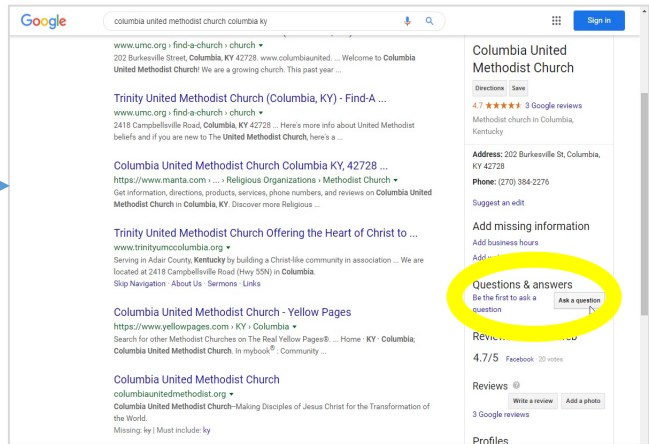
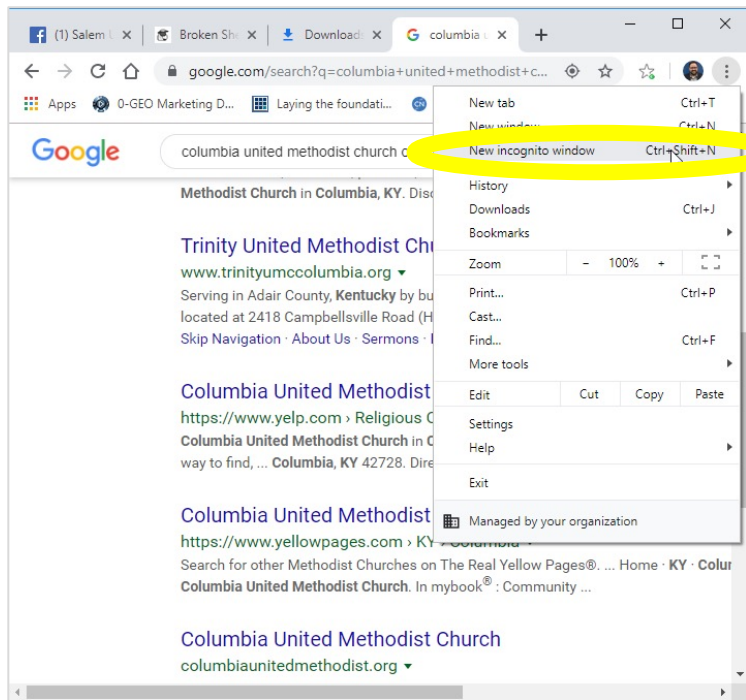


Add pictures of the building and the people (with appropriate care.)

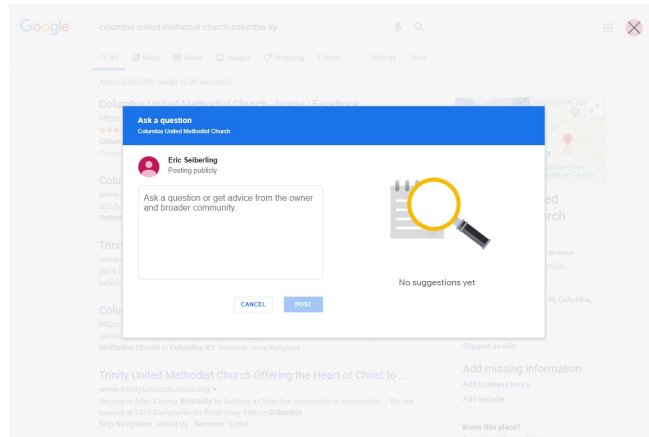
Business Hours, Contact Info and website are Important!

Create Q&As for key questions visitors may have.

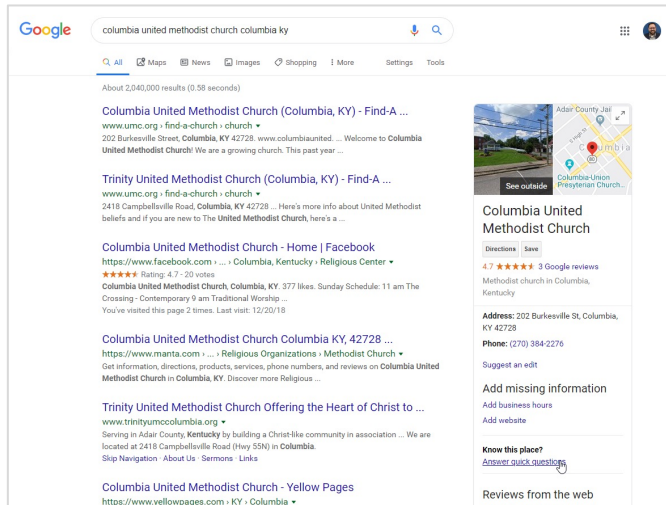
# How to add Q&A's



2 Click on Ask A Question



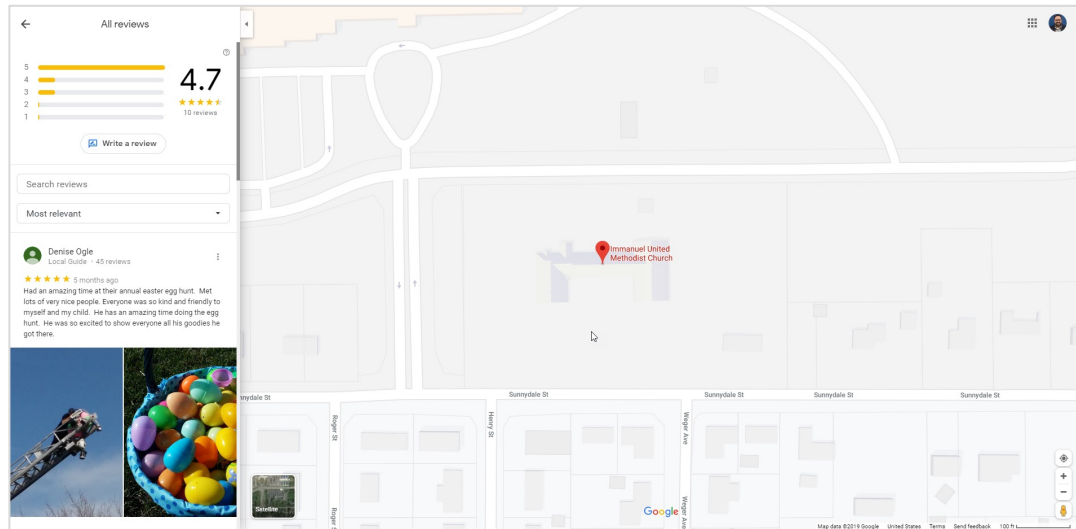
3 After logging in with an email not attached to your church, ask questions relevant to visitors.



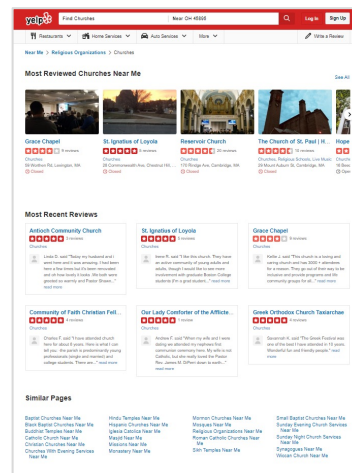
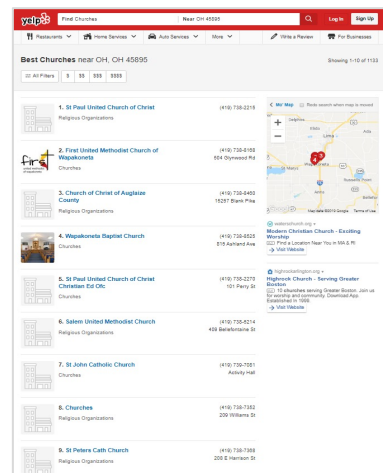
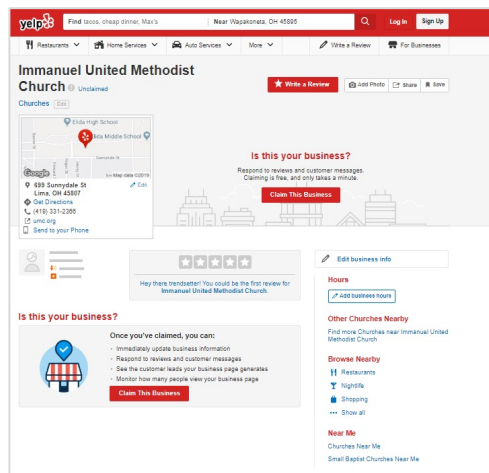
4 Once done asking questions, close the incognito browser, log back into church account and answer the questions.

1 Open an incognito window.

# 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



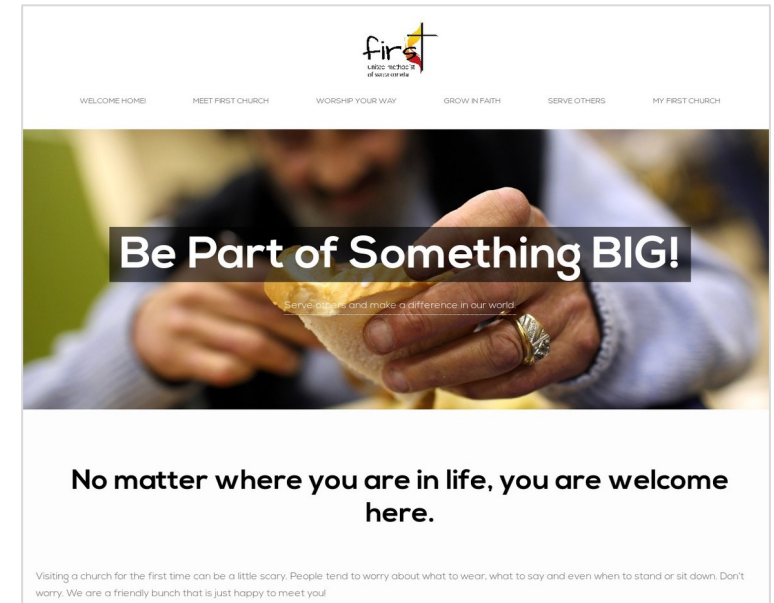
# Building a "Hub" for Communications



Facebook



Templated Site

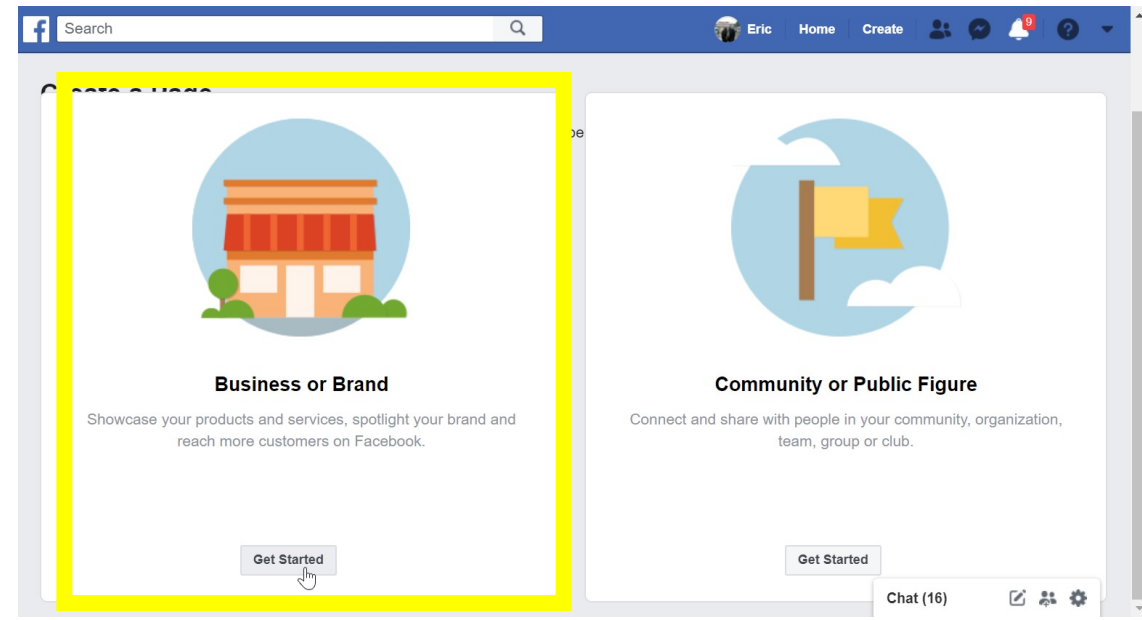
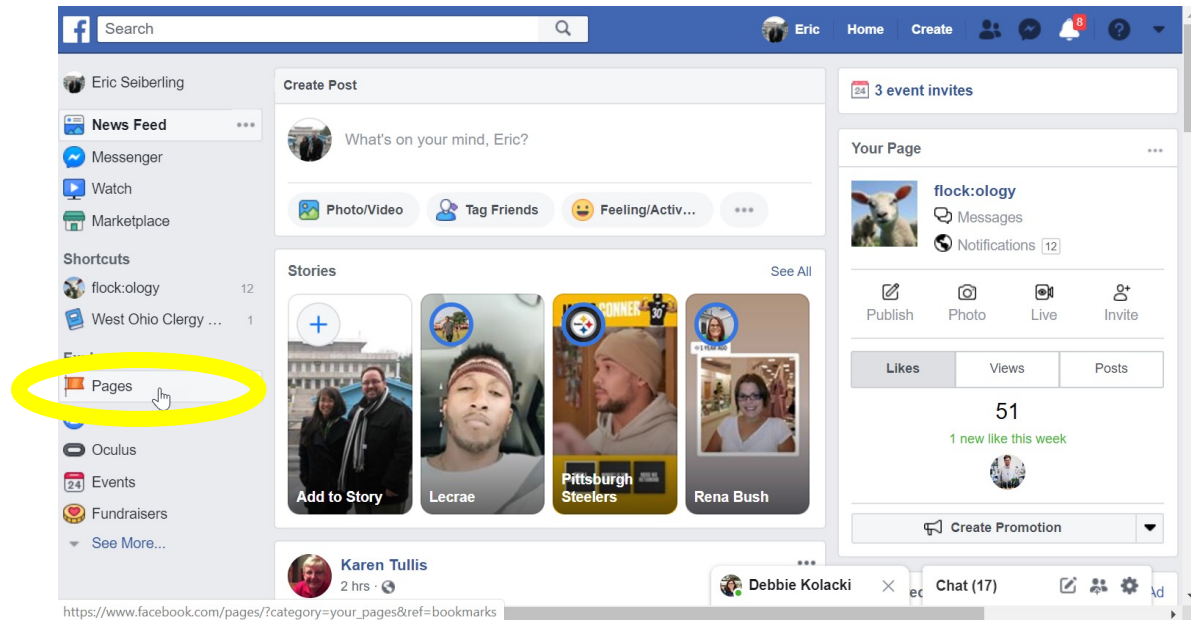


Wordpress

# 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

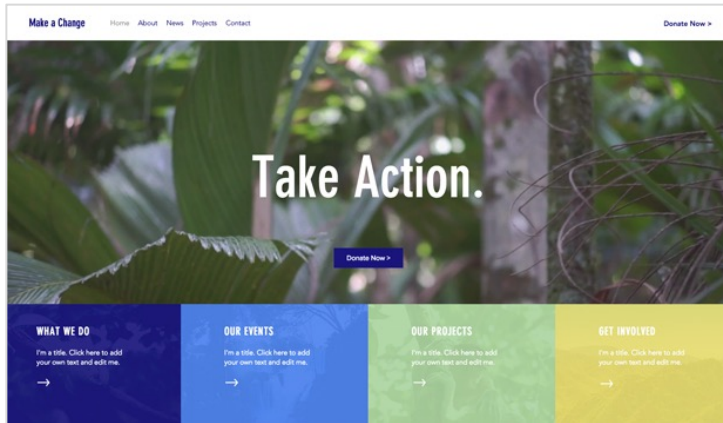


# Feed Your Facebook Page

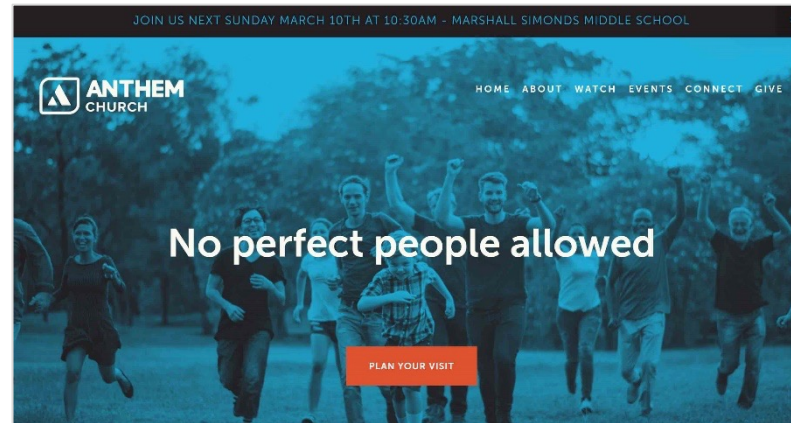
- Post Daily
  - Announcement of Outreach Events
  - Questions based on Sermon
  - Scriptures
- Facebook loves videos.
- Facebook likes diverse content and discussion.

# Templated Website

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



Wix



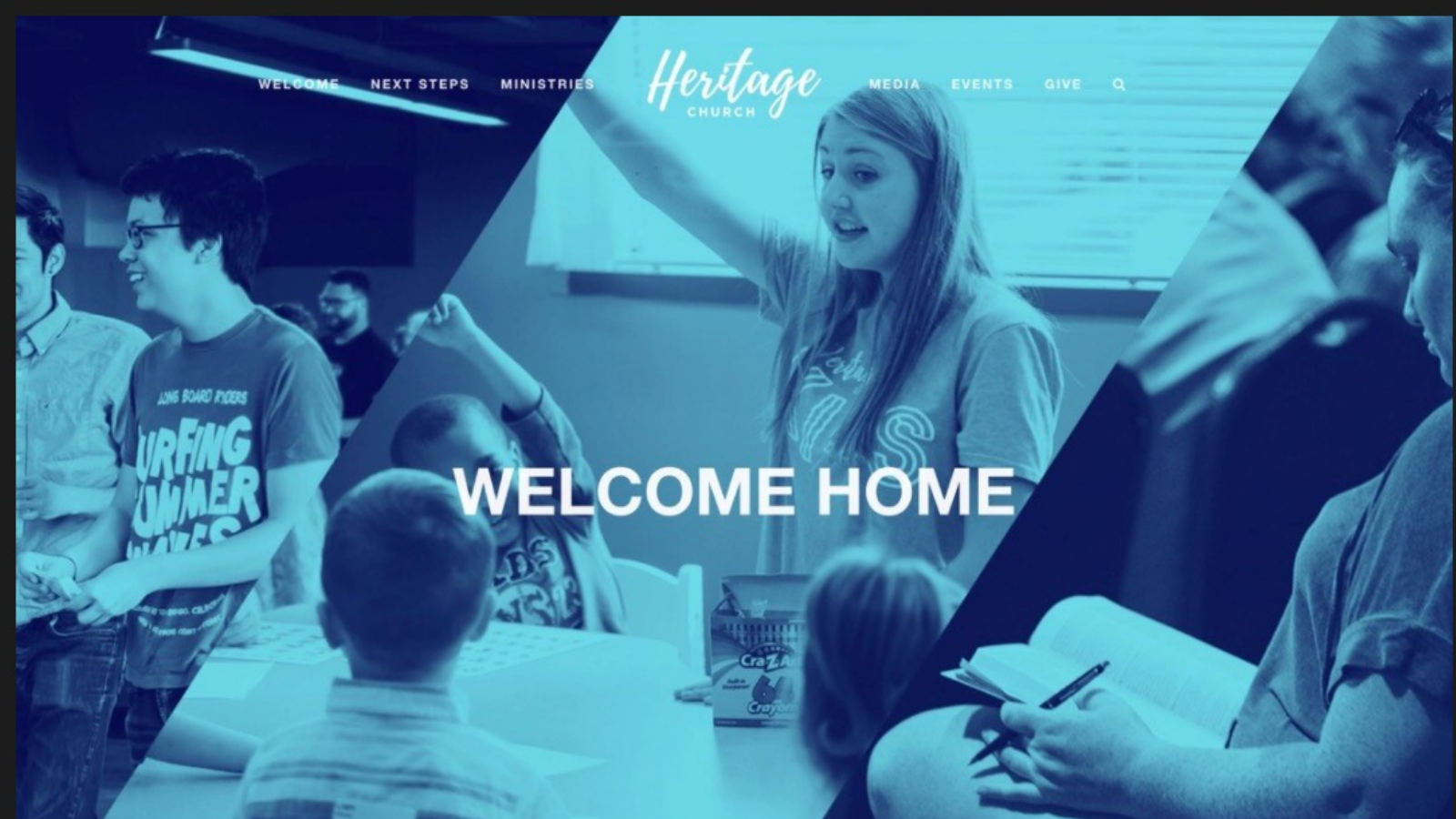
Weebly



SquareSpace

A close-up, shallow depth-of-field photograph of a person's hands writing on a document. The person is wearing a light-colored shirt. A wooden ruler is placed horizontally across the document in the foreground. To the right, a rolled-up scroll of parchment or paper lies on the dark wooden desk. The background is blurred, showing another person's hands and a pen, suggesting a collaborative or professional setting.

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



# Heritage Church



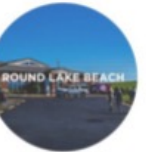
Heritage Church is a non-denominational, multigenerational church that exists to “help people find and follow God.”

While the church serves a lot of different people with 3 locations, their Squarespace website is laser focused on providing 1 online experience for their entire community.





They’ve organized all their pages into an easy-to-use drop down menu helping visitors and members quickly find the information that are looking for

Source: [Church Design Co](https://www.churchdesignco.com/)

Whether you have been around church your entire life or this is your first peek into it, Heritage Church has something for you. We are a non-denominational, multigenerational church that exists to help people find and follow God. We seek to provide a safe space for people of all walks of life to experience true life-change through authentic, biblical community with God and others. Regardless of your story, your doubts, or your struggles, you are welcome at Heritage! So come as you are. We can't wait to welcome you home.

 <p>LAKE ZURICH</p> <p>SUNDAYS AT 8:30, 10 AND 11:30AM 200 N. Quince Road Lake Zurich, IL 60047</p> <p><a href="#">LEARN MORE</a></p>	 <p>LIBERTYVILLE</p> <p>SUNDAYS AT 9 AND 10:45AM 610 S. Kentucky Way Libertyville, IL 60148</p> <p><a href="#">LEARN MORE</a></p>	 <p>ROUND LAKE BEACH</p> <p>SUNDAYS AT 10AM 2007 Clark Center Way Round Lake Beach, IL 60073</p> <p><a href="#">LEARN MORE</a></p>
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### STAY CONNECTED!

# DECLARE & DEMONSTRATE

SUNDAYS

SMALL GROUPS

MINISTRIES

## OUR VISION

Declaration Church exists to develop disciples who will *declare* and *demonstrate* the Gospel to Bryan/College Station and beyond.

## Declaration Church

Declaration Church is on a mission to make disciples who are ready to declare and demonstrate Jesus to the world.

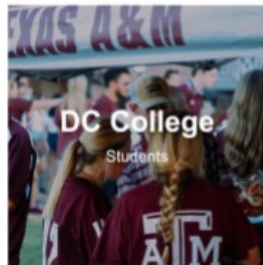
Their Squarespace website is a great example of minimalistic web design in action. They use simple navigation, authentic photography, and plenty of “white space” to share their mission on every page.

## OUR MINISTRIES



DC Youth

Middle & High School



DC College

Students

## DECEMBER 2019







# WELCOME TO RADIANT CHURCH

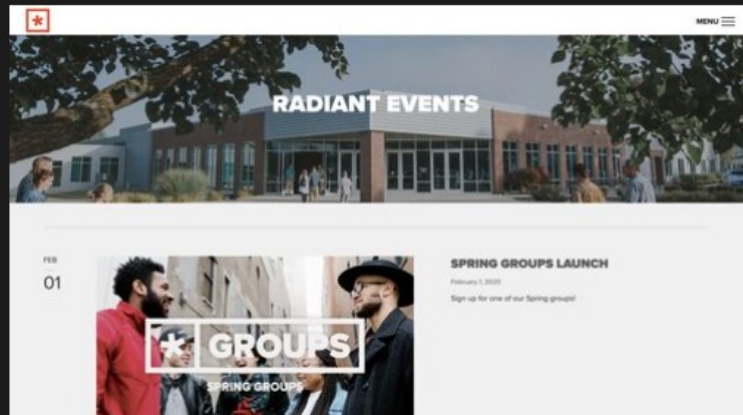
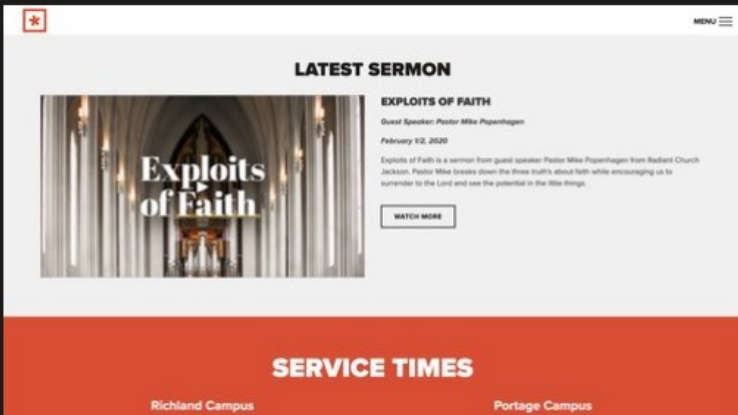
WATCH NOW



## Radiant Church

It's easy to mistake a simple website as boring, but Radiant Church makes simple look vibrant and fun!

Their Squarespace website features colorful images and bold fonts throughout. From displaying sermons to presenting events, it's a great reminder that you're allowed to have some fun with your online presence.



Source: [Church Design Co](https://www.churchdesignco.com)



We're not just a church.  
We're a family.

JOIN US FOR A SERVICE

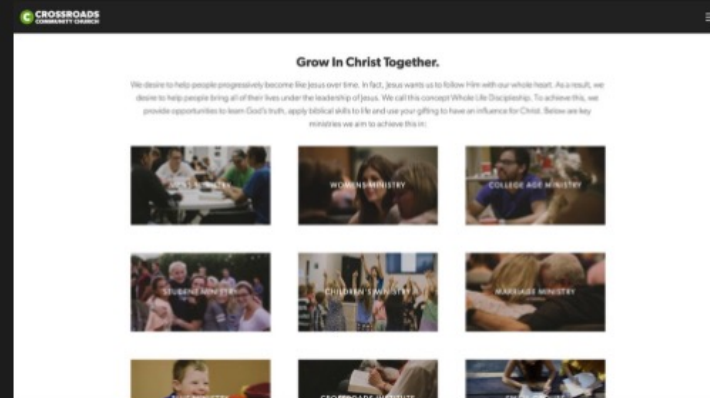
Our Latest Sermon



A Message  
From Our Pastor

A Message From Our Pastor

We believe God has a plan for Santa Clara. The Santa Clara Valley is blessed with some great Bible-teaching opportunities, but we also know that less than 10% of the Valley is connected to one of these churches. We ardently believe the Gospel is God's solution to our people's



#### Grow In Christ Together.

We desire to help people progressively become like Jesus over time. In fact, Jesus wants us to follow Him with our whole heart. As a result, we desire to help people bring all of their lives under the leadership of Jesus. We call this concept Whole Life Discipleship. To achieve this, we provide opportunities to learn God's truth, apply biblical skills to life and use your gifting to have an influence for Christ. Below are key ministries we aim to achieve this in:


# Crossroads Community Church

Crossroads Community Church is one of the best church Squarespace websites and is an example to model other church websites after.

They've kept a consistent image tone throughout every page with green accents to match the church's brand. Overall, the website uses a combination of casual writing with friendly photography to create an authentic and welcoming vibe.

Source: [Church Design Co](#)

# 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.

# Tips for Squarespace Websites

- Set styles before you start building your site (logs, colors, fonts, pattern, layouts) by building a moodboard in Canva.
- Write out your color codes & fonts.
- Write your copy out first
- Optimize & rename your images for SEO before uploading
- Gallery blocks over image blocks wherever possible
- Use the duplicate feature for similar layouts.

Source: [14 design secrets to build a Squarespace website fast](#)

# Tips for Squarespace Websites

Look for plug-ins that provide the functionality you want.

- [Design Enhancements using Plugins](#)
- [Embedding Planning Center](#)
- Worship Service [Countdown Timer](#) with Squarepaste
- Additional Plugins: [30+ Super Helpful Squarespace Plugins to Enhance Your Website](#)

Find tutorials and support on-line

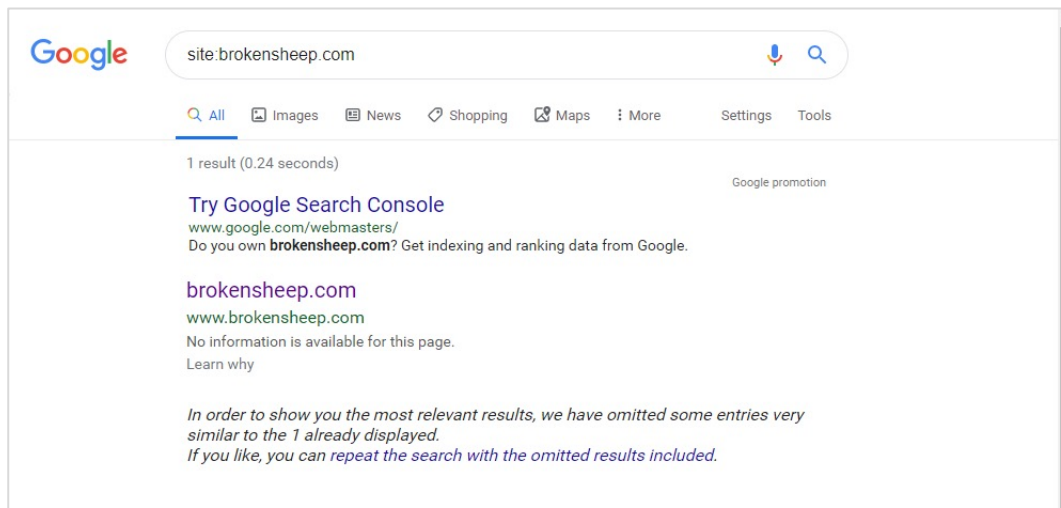
- [30+ Best Squarespace Tutorials And Tips From The Experts](#)
- [Squarespace support page](#)
- [Squarespace live chat and email support](#)

# #3 Get Found

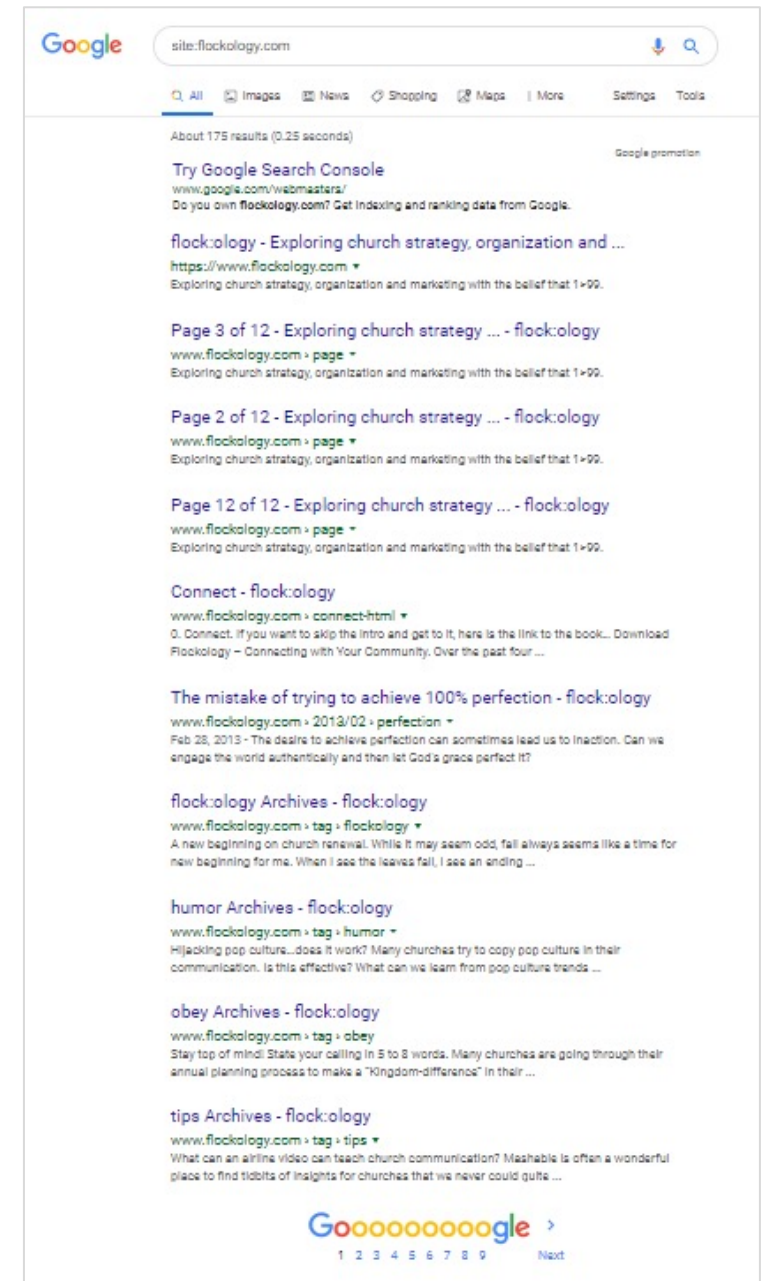


# Make Sure Google Can See You

- 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

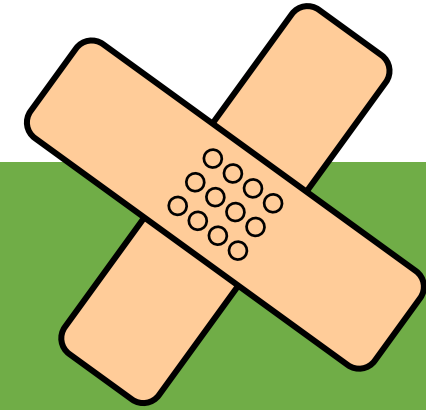
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helping churches embody 1 > 99



[www.brokensheep.com](http://www.brokensheep.com)