

# Church Guest Experience Assessment Checklist

Use this tool to evaluate each area of your church.

## Guest Metrics to Track

- Quantify the average number of first-time guests per month (in-person & online).
- Identify how guests find you (social, invites, signage, online searches)
- Note guest demographics (age, family status, cultural background, digital literacy)
- Build a report that tracks guest conversion and retention rates.

## Location & Accessibility

- Check that your church's GPS location is accurate and easy to find.
- Ensure there is accessibility for all (ADA compliance, ramps, clear walkways).
- Do you have good signage on the street?

## Parking & Building Exterior

- Make dedicated spaces for first-time guests, elderly, and those with disabilities.
- Examine that your parking lot and outside areas are clean, well-lit, and safe.
- Assess your curb appeal—is it modern, maintained, and welcoming?
- Is the main entrance obvious or clearly marked?

## Interior Flow & Signage

- Make sure your lobby is clean, decluttered, and has adequate light.
- Monitor the temperature, smells and sounds. Background music is a must.
- Appraise all signs. Are they visible, clear and direct people to all key areas?
- Set up hospitality stations (coffee, info desk, friendly hosts)

## Greeter Strategy & First Impressions

- Place station greeters at every key point.
- Be sure to represent your community's diversity, gender and age.
- If applicable, build in multilingual greeting, guest gifts, and connection cards.
- Use VisitorTap to increase the connection ratios with your guests.  
[www.visitortap.com](http://www.visitortap.com)

## Service Dynamics & Guest Sensitivity

- Keep services within a guest-friendly timeframe.
- Make worship and teaching engaging, relevant, and easy to follow.
- Include moments for personal response or connection in every service.

## Next Steps Strategy & Connection Pathways

- Create consistent invitations to connect beyond Sunday: groups, meals, events.
- Check to ensure you have clearly communicated pathways (Growth Track, Meet the Pastors, Small Groups, etc.)
- Confirm that all sign-ups are easy. (Tap technology, QR codes, digital and in-person)

## Follow-Up Systems & Retention Tools

- Contact first-time guests within 24–48 hours.
- Make follow-up personal by reaching out directly, offering prayer, and giving a clear next-step invitation.
- Make sure you can track guest engagement with your CRM systems.
- Develop an automated prompt email/text automation post-visit.
- Consider using VisitorReach as your primary communication tool for connecting with people from the front door to the back door. Find out more at [www.visitorreach.com](http://www.visitorreach.com).

## Digital Guest Experience & Online Presence

- Complete a digital health assessment to determine if your church is discoverable online. This assessment is free at [digitalhealth.visitorreach.com](https://digitalhealth.visitorreach.com).
- Be sure you have a mobile-friendly website and digital connect cards.
- Build an active social media, livestream, and online strategy.

## Volunteer Training & Empowerment

- Evaluate your hospitality training for all frontline volunteers.
- Equip all volunteers to engage, pray, and connect
- Assess your ability to capture ongoing feedback and celebration of stories from your guests'.

### **Strengthen every step of your guest journey with VisitorReach.**

Meaningful connections start long before someone walks through your church doors. VisitorReach bridges online engagement with real-life community, helping people feel seen, valued, and more likely to return.

[Learn more at www.VisitorReach.com](https://www.VisitorReach.com)