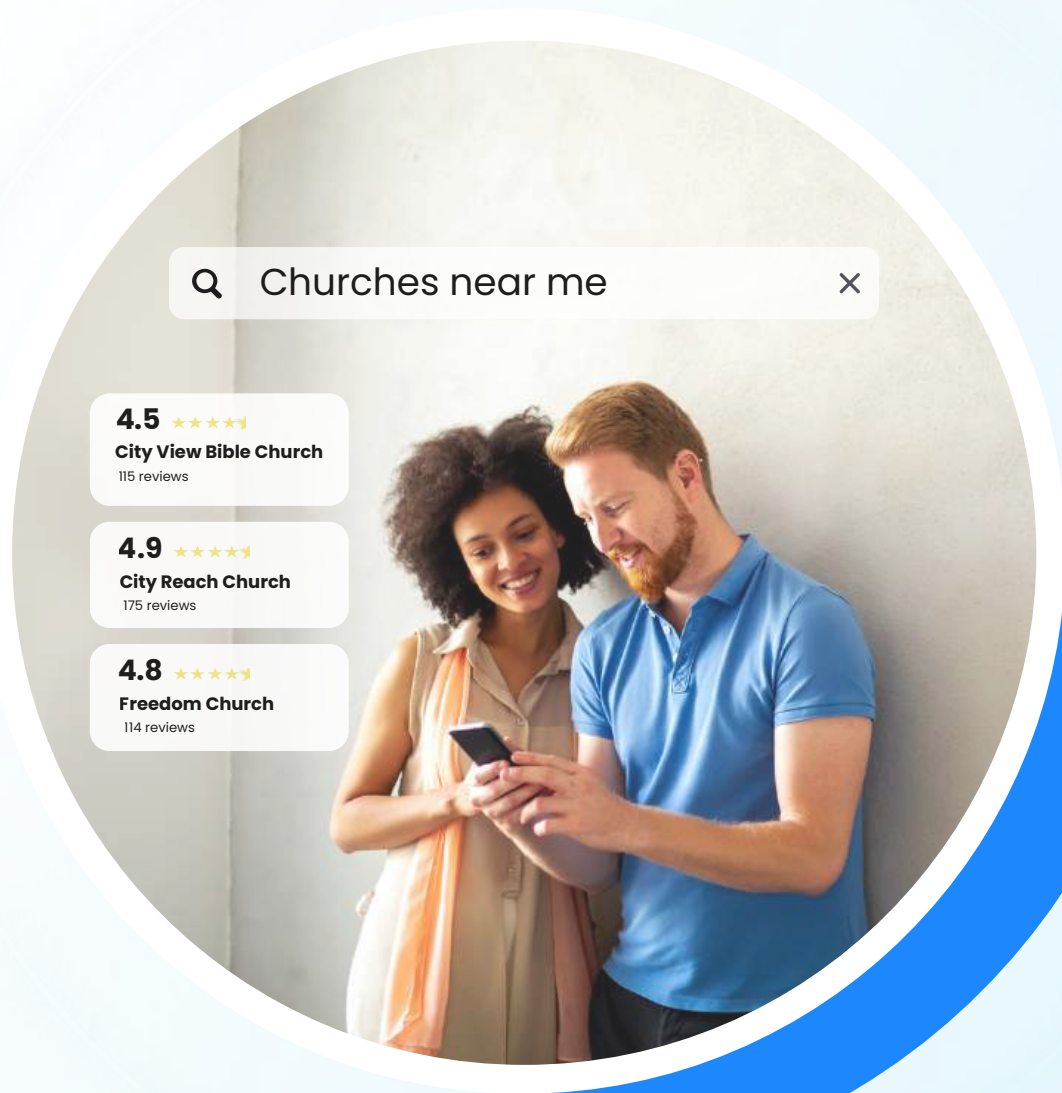**VisitorReach**™

Be the First Church They Find Online

Take the Free Digital Health Assessment to See How Your Church Scores

Churches near me

4.5 ★★★★★
City View Bible Church
115 reviews

4.9 ★★★★★
City Reach Church
175 reviews

4.8 ★★★★★
Freedom Church
114 reviews

Table of Contents

Introduction

79% of churches feel they lack a clear digital ministry strategy. As search methods for churches evolve, it's crucial to stay current with the latest trends and best practices in church SEO. This helps your church remain visible and attract new members.

The importance of a church's virtual front door—its website—cannot be overstated. 94% of people get their first impression of your church based on your website before ever visiting in person, so having a well-ranking, attractive, and engaging website is extremely important. As technology continues to advance, SEO trends and best practices are constantly evolving.

Here are **10 things** you need to know about church SEO, how it works, and how to do it right.

> Take the **FREE Digital Health Assessment** waiting
> for you at the end of this ebook!

1. Voice Search is on the Rise

Voice search is no longer a novelty. With the rise of smart speakers and virtual assistants like Amazon Alexa and Google Home, voice search is becoming increasingly popular. More specifically, studies show that:

- There are one billion voice searches every month
- 50% of Americans use voice searches every day
- 27% of all queries on mobile devices are voice searches

50% of Americans use voice searches EVERY DAY!
Source: SEMrush Blog

This makes voice search engine optimization (VSEO) more important than ever for churches. Churches that can optimize their websites for voice search will be much likely to reach more people.

2. Most People Use Voice Search for Quick Facts

68% of people use voice searches to find answers to simple questions. Topping the list of the most popular searches are queries about the weather and "near me" searches such as "churches near me" or "restaurants near me."

3. 98% of Church Websites Are Not Optimized for Voice Search

VisitorReach™ is the leading digital outreach platform for churches. Their data from churches across the U.S. revealed that only 2% of churches are optimized for voice search. Voice optimization for a church's website is a complex process and requires specific SEO tools. However, a good place to start is by using natural language and long-tail keywords on the church's website.

4. Digital Maps Search Trends

Nearly 2 billion people use Google Maps every month. From where we eat to where we worship, digital maps are more important in our lives than ever before. If your church's data is not set up correctly, it won't show up on digital maps. This can negatively impact your church's ability to reach new people in your area.

> **There are over 1 MILLION monthly U.S. searches for "churches near me"**
> Source: Google Keyword Planner

5. People Are Searching for Churches in Your Area

Did you know that according to Google, there are over 1 million monthly U.S. searches for "churches near me." However, If your church information isn't listed correctly, they won't find you. Studies by VisitorReach show that most churches only appear in 4 of the 72 online directories people use for searches.

> Don't miss your **FREE Digital Health Assessment** at the end!

6. Church Online Reviews Matter

Online reviews significantly impact a church's online reputation and search ranking. In fact, 98% of people read reviews before visiting local businesses or churches. Pastors should encourage reviews on platforms like Google and Facebook and respond to both positive and negative feedback to improve their church's online reputation.

7. User Experience is Crucial

User experience (UX) refers to how easy and enjoyable it is for users to navigate and interact with a website. Google takes UX into account when ranking websites, so it's important for churches to have a well-designed, user-friendly website. This can also help improve a church's online reputation and attract new members.

8. Mobile Optimization is a Must

Did you know there are more [mobile phones in the world than people?](#) Everywhere you go, people are staring at their mobile phone screens. More and more people are using their smartphones to search for churches and other local businesses.

There are MORE mobile phones in the world than people!

Source: [World Economic Forum](#)

Believe it or not, [over 60% of all online searches are now done on mobile devices.](#) This means that it's crucial for churches to have a mobile-friendly website that is easy to navigate and loads quickly.

9. Church Website Speed Matters

In addition to UX, website speed is also a crucial factor in search ranking. A slow-loading website can lead to a high bounce rate and negatively impact a church's search ranking. Pastors should regularly check their website's speed and make necessary improvements to ensure a positive user experience.

10. Church Social Media Presence and Advertising

Having a strong social media presence is crucial for churches to reach potential new members. Pastors and their teams should regularly post engaging content and interact with followers to build a robust online community. Platforms like Facebook, Instagram, and Twitter can drive more traffic to your church's website, improve brand awareness, and enhance search rankings.

Additionally, social media advertising allows churches to target specific demographics and reach a larger audience, promoting events, services, and important information effectively. This combined effort not only extends your reach but also positively impacts your church's search ranking, as search engines consider social media engagement.

Get your Church's Digital Health Score

It's important for pastors to stay up-to-date on the latest trends and make necessary adjustments to their church's website and online presence. Why? **Because visibility leads to visitation. Take the free Digital Health Assessment to see how effective your church's online presence is.**

VisitorReach™

Discover your Church's
Digital Health Score

The **Digital Health Assessment** from VisitorReach instantly measures your church's digital reach. See how many people search 'churches near me" in YOUR city and receive your **9-Page Report** on if your church is positioned to connect with them.

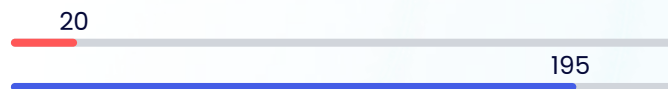**Digital Voice Score**
Visitor Reach Church Average
148
225

Digital Maps Score
Visitor Reach Church Average
179
235

Social Clarity Score
Visitor Reach Church Average
20
195

Website Authority Score
Visitor Reach Church Average
200
250

Get Your Digital Health Score Today!