REACH RIGHT

SAMPLE REVIEW · FICTIONAL CHURCH

CHURCH MARKETING REVIEW

Where your church stands online.

47
OUT OF 100

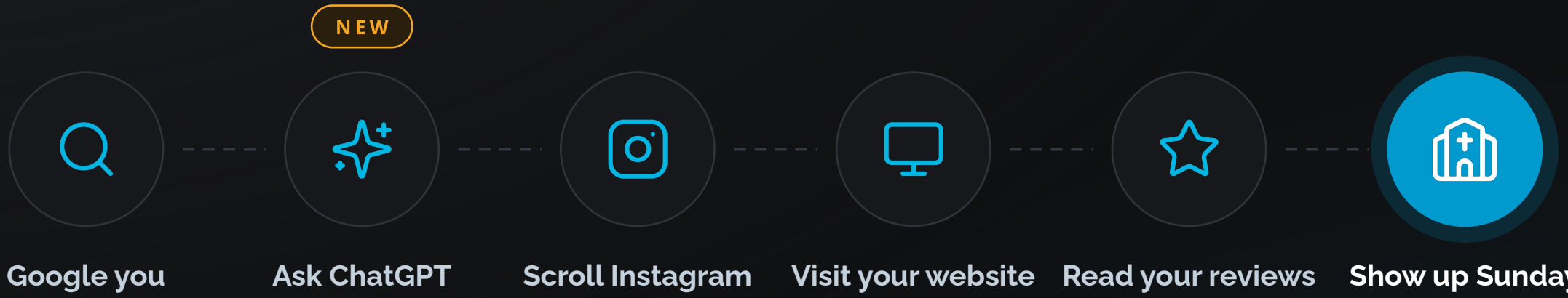
Ten areas scored. One plan for what to fix first.

PREPARED FOR	DATE	PREPARED BY
Grace Hill Community Church	October 12, 2026	REACHRIGHT

WHY THIS MATTERS

Your front door is a phone screen.

Almost nobody walks into a church cold anymore. Before they visit, they check you out:



By the time they park, they've already decided what kind of church you are.
This review shows you what they see.

HOW THIS WORKS

Ten areas. Three jobs.

HOW WE SCORE

- **7–10** Strong
- **4–6** Needs work
- **1–3** Costing you guests

Your online presence has three jobs. We score ten areas, 1 to 10, under the job each one serves.

01 — AREAS 1–4

Look credible

Earn a guest's trust in the first few seconds.

1 Branding & Identity
2 Website Design
3 Mobile Experience
4 Visitor Journey

WE'D HELP WITH

Church Websites

02 — AREAS 5–8

Get found

Show up when someone in your town goes looking.

5 Local SEO & Maps
6 Reviews & Reputation
7 AI Search
8 Google Ad Grant

WE'D HELP WITH

Local & AI Search + Ad Grant

03 — AREAS 9–10

Reach new people

Reach people who aren't looking for a church yet.

9 Social Media
10 Short-Form Video

WE'D HELP WITH

Social Media Management

AT A GLANCE

Your scorecard



THE ONE-LINE READ

Strong brand. Hard to find. Start with Google.

01 LOOK CREDIBLE — 21 / 40

1	Branding & Identity	7/10
2	Website Design	5/10
3	Mobile Experience	6/10
4	Visitor Journey	3/10

02 GET FOUND — 16 / 40

5	Local SEO & Maps	3/10
6	Reviews & Reputation	5/10
7	AI Search	6/10
8	Google Ad Grant	2/10

03 REACH NEW PEOPLE — 10 / 20

9	Social Media	6/10
10	Short-Form Video	4/10

AREA 1 OF 10 · LOOK CREDIBLE

Branding & Identity



Your website



YouTube



Instagram

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- ✓ Same logo, colors, and fonts everywhere
- ✓ A clear, current visual identity
- – Real photos of your real church

WHERE IT DOESN'T MATCH

YouTube banner still shows the 2019 logo



VERDICT

Strong

WHAT WE FOUND

Logo, colors, and fonts match on the website and Instagram. The one miss is YouTube, which still carries the old look. The site leans on artwork, not photos of your own people.

THE FIX

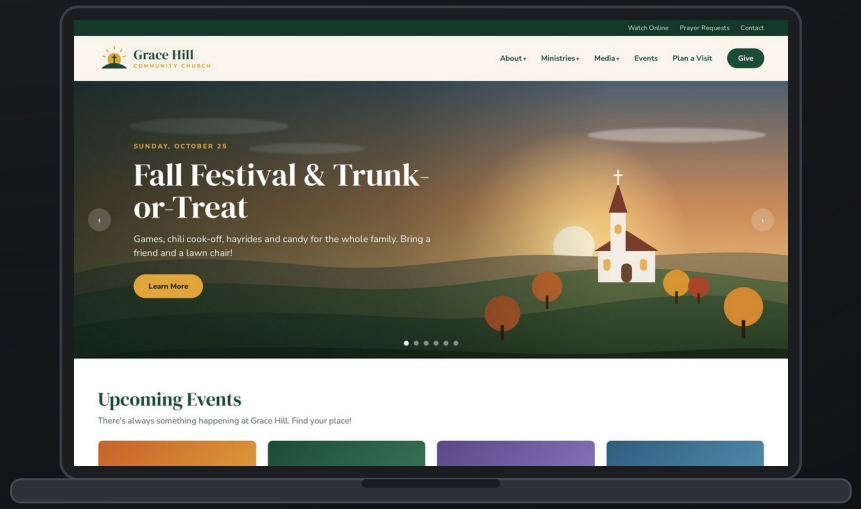
Swap the YouTube banner and channel icon to the current logo.

HOW WE'D HELP

Custom & Tailored Websites

AREA 2 OF 10 · LOOK CREDIBLE

Website Design & Experience



YOUR HOMEPAGE

The first screen a guest sees on a laptop, before they scroll.

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- — Clean, current design that loads fast
- ✗ Navigation a first-time guest can follow
- ✗ Last Sunday's sermon one click away

HOMEPAGE LOAD TIME

4.8 seconds on desktop

VERDICT

5/10

Needs work

WHAT WE FOUND

The design holds up on a laptop, but the homepage opens with a six-slide carousel and a wall of events. The newest sermon on the site is from June.

THE FIX

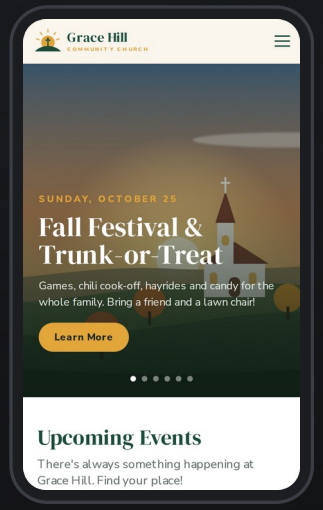
Cut the homepage to one clear message for guests and put last Sunday's sermon on it.

HOW WE'D HELP

Custom & Tailored Websites

AREA 3 OF 10 · LOOK CREDIBLE

Mobile Experience



41/100 PageSpeed mobile score

7.0 s Main image load time

9.4 MB Page weight

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- ✓ Built for a phone, not shrunk to fit
- – Buttons and menus easy to tap
- ✗ Loads fast on cell data

PAGESPEED MOBILE SCORE

41 / 100

VERDICT

6/10

Needs work

WHAT WE FOUND

The layout resizes for a phone, but the menu button is small and the giving page opens a desktop form. On cell data the homepage took 7 seconds to load.

THE FIX

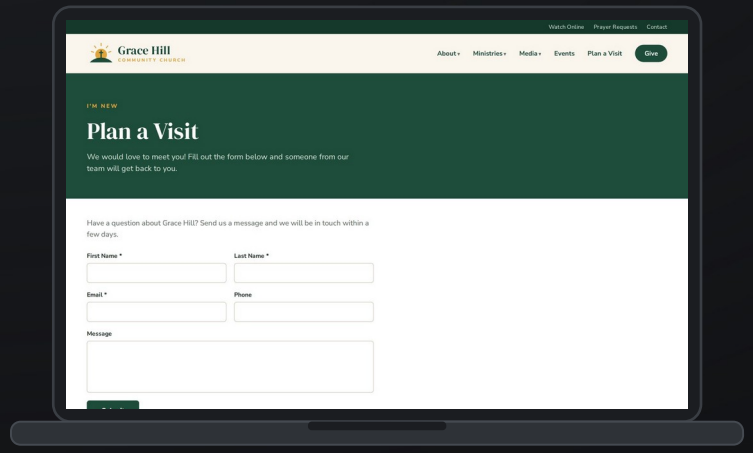
Rebuild the mobile menu and compress the homepage images.

HOW WE'D HELP

Custom & Tailored Websites

AREA 4 OF 10 · LOOK CREDIBLE

The Visitor Journey



/plan-a-visit

YOUR VISIT PAGE

The page a first-time guest opens to plan a Sunday.

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- ✗ An obvious Plan Your Visit path
- ✗ Service times and address on the first phone screen
- – A Plan Your Visit or I'm New button on the homepage

TIME TO FIND SERVICE TIMES

41 seconds on a phone



VERDICT

Costing you guests

WHAT WE FOUND

Service times are three taps deep on a phone, and "Plan a Visit" opens a contact form. A first-time guest can't tell what Sunday looks like.

THE FIX

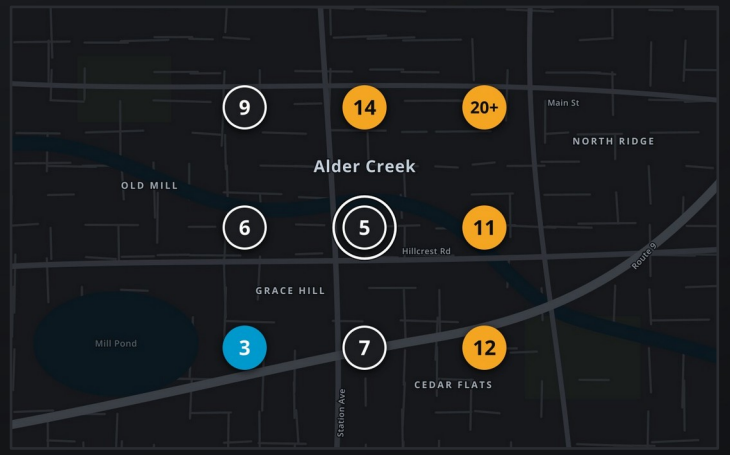
Build a real Plan Your Visit page: service times, parking, kids, what to expect.

HOW WE'D HELP

Custom & Tailored Websites

AREA 5 OF 10 · GET FOUND

Local SEO & Google Maps



Each dot is a spot we searched, up to 2 miles out. Blue is top 3 there.

SHOWING UP INSTEAD

Cornerstone Church
Top 3 at 8 of 9 spots

Riverside Fellowship
Top 3 at 7 of 9 spots

Hope City
Top 3 at 6 of 9 spots

● Top 3 ○ 4-10 ● 11+
◉ Your church

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- — A complete Google Business Profile
- ✗ Top 3 on the map for "church near me"
- ✗ Matching listings across directories

WHO SHOWS UP INSTEAD

Cornerstone Church · Riverside Fellowship · Hope City



VERDICT

Costing you guests

WHAT WE FOUND

Your Google profile is missing service times and has four photos. You don't make the top 3 on the map for "church near me" from your own neighborhood. Apple Maps still lists your old address.

THE FIX

Finish your Google Business Profile, then ask your people for reviews.

HOW WE'D HELP

Local & AI Search

AREA 6 OF 10 · GET FOUND

Online Reviews & Reputation

4.7

★★★★½

23 Google reviews

Newest review Google shows:
8 months ago

★★★★★
"Our kids love it here, and people remember your name."
Tara W. · **8 months ago**

★★★★★
"Friendly people and solid Bible teaching."
Marcus L. · **11 months ago**

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- Recent, positive Google reviews
- New ones coming in every month
- A reply to every review

GOOGLE RATING

4.7 stars · 23 reviews · last one 8 months ago



VERDICT

Needs work

WHAT WE FOUND

A 4.7 rating is solid. But the newest review is eight months old and none of them has a reply. A guest reading them sees a church that stopped paying attention.

THE FIX

Ask five members a month for a review, and reply to every one within a week.

HOW WE'D HELP

Local & AI Search

AREA 7 OF 10 · GET FOUND

AI Search Visibility

ChatGPT named you at 6 of 9 spots

CHURCHES IT NAMED	SPOTS
Cornerstone Church	9
Riverside Fellowship	7
Grace Hill Community...	**6**
Hope City	4
New Life Chapel	3

Gemini didn't name you at any of the 9 spots

CHURCHES IT NAMED	SPOTS
Cornerstone Church	9
Riverside Fellowship	8
Hope City	5
Alder Creek Baptist	3
Grace Hill Community...	**0**

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- – Named when someone asks AI for a church nearby
- ✗ Right service times, address, and beliefs
- ✓ Named on more than one AI tool

WHO AI NAMED INSTEAD

Gemini named Cornerstone and Riverside instead



VERDICT

Needs work

WHAT WE FOUND

We asked ChatGPT, Gemini, and Google for a church in your ZIP. ChatGPT and Google's AI both named you. Gemini didn't. Google's answer listed your old 9:00 service, which you dropped in the spring.

THE FIX

Correct your service times everywhere AI reads them, starting with your Google profile.

HOW WE'D HELP

Local & AI Search

AREA 8 OF 10 · GET FOUND

Google Ad Grant

GOOGLE AD GRANT

$0

of $10,000 a month in free Google search ads

$0 — $10,000 a month

No ads found in Google's Ads Transparency Center

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- ✗ Approved and active
- ✗ Spending a real share every month
- ✗ Ads aimed at searches that bring guests

LEFT ON THE TABLE

Up to $10,000 a month

2/10

VERDICT

Costing you guests

WHAT WE FOUND

You haven't applied for the Google Ad Grant. That's free search advertising sitting unused while other churches in town run ads for "church near me."

THE FIX

Apply for the Google Ad Grant and point it at "church near me" searches.

HOW WE'D HELP

Google Ad Grant Management

AREA 9 OF 10 · REACH NEW PEOPLE

Social Media Presence

312
YouTube subscribers

4
YouTube videos, last 30 days

1,184
Instagram followers

14
Instagram posts, last 30 days

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- ✓ Complete, on-brand profiles
- ✓ Posting on a steady rhythm
- ✗ Real conversation in the comments

LAST 30 DAYS

14 posts · 1.6 comments per post



VERDICT

Needs work

WHAT WE FOUND

You post three or four times a week on Instagram and Facebook, so the rhythm is there. Most posts are announcements and event graphics, and the comments stay quiet.

THE FIX

Trade half the announcements for faces and stories from Sunday.

HOW WE'D HELP

Social Media Management

AREA 10 OF 10 · REACH NEW PEOPLE

Short-Form Video

0

YouTube Shorts, last 30 days

2

Instagram Reels, last 30 days

WHAT WE CHECK

✓ yes – partly ✗ no ? check on the call

- ✗ Short videos posted every week
- ✗ Sermon moments clipped and shared
- – Made for people who don't know you yet

LAST 30 DAYS

2 Reels · 0 Shorts

4/10

VERDICT

Needs work

WHAT WE FOUND

Two Reels in the last month and no YouTube Shorts. Full sermons go up on YouTube every week, but nobody clips the best 45 seconds.

THE FIX

Clip three sermon moments every week and post them as Reels and Shorts.

HOW WE'D HELP

Social Media Management

THE PLAN

Fix these three first

Ranked by what's costing you the most guests. Everything else waits its turn.

1

Claim $10K a month in free Google ads

Apply for the Google Ad Grant and point it at "church near me" searches.

LIFTS
Google Ad Grant · 2/10

HOW
Google Ad Grant Management

2

Show up for "church near me"

Finish your Google Business Profile, then ask your people for reviews.

LIFTS
Local SEO & Maps · 3/10

HOW
Local & AI Search

3

Put "Plan your visit" up front

Build a real Plan Your Visit page: service times, parking, kids, what to expect.

LIFTS
Visitor Journey · 3/10

HOW
Church Websites

Then work down the scorecard, lowest scores first.

YOUR PATH FORWARD

You don't have to fix this alone.

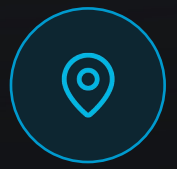
We've helped 800+ churches build an online front door that works. Here's where we'd come in.



01 · LOOK CREDIBLE

Church Websites

A site that earns trust in seconds, on every device.



02 · GET FOUND

Local & AI Search + Ad Grant

Show up on Google, on the map, and in AI answers. Put the $10,000 grant to work.



03 · REACH NEW PEOPLE

Social Media Management

Posts and short videos every week, done for you.



YOUR NEXT STEP

Pick your first move together and set a follow-up date before we hang up.

REACH RIGHT

Church marketing, done right.

We're pastors and marketers. Since 2016, we've helped 800+ churches reach more people online.

800+
CHURCHES SERVED

89%
CLIENT RETENTION

2016
FOUNDED

YOUR REP

REACHRIGHT Growth Team

BOOK A CALL

reachrightstudios.com/contact

