

SAMPLE REVIEW · FICTIONAL CHURCH

CHURCH MARKETING REVIEW

Where your church stands online.

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

PREPARED FOR

Grace Hill Community Church

DATE

October 12, 2026

PREPARED BY

REACHRIGHT



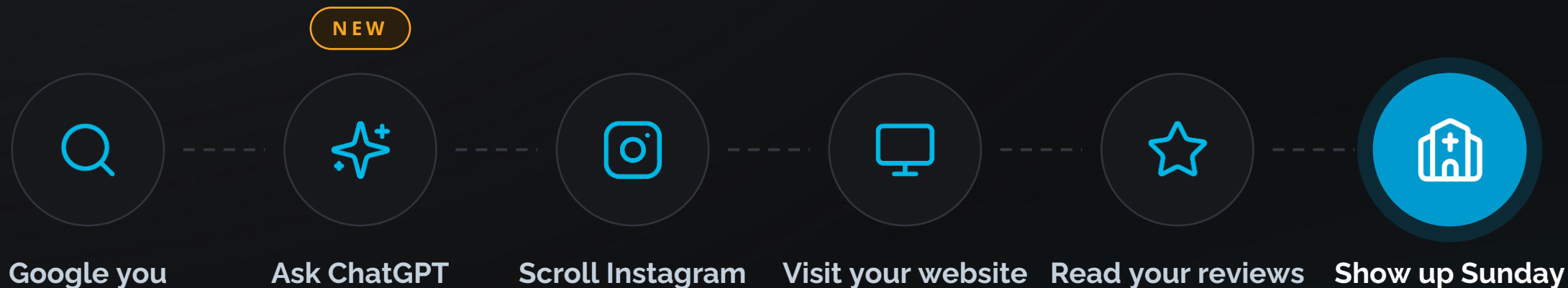
47

OUT OF 100

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 SEO + Google 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.

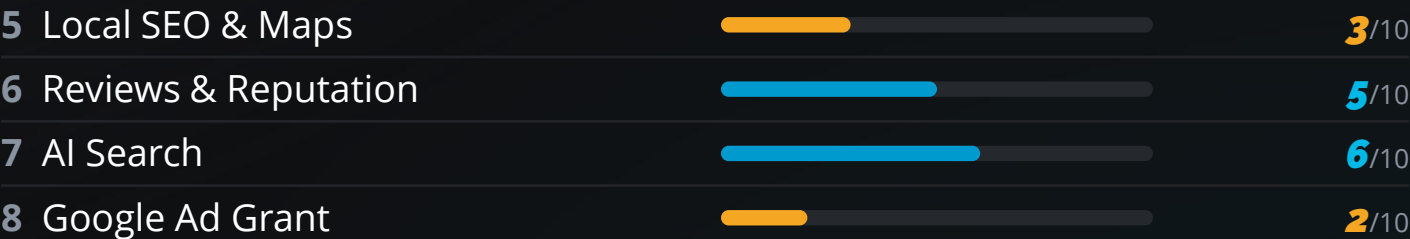
01 LOOK CREDIBLE

21 / 40



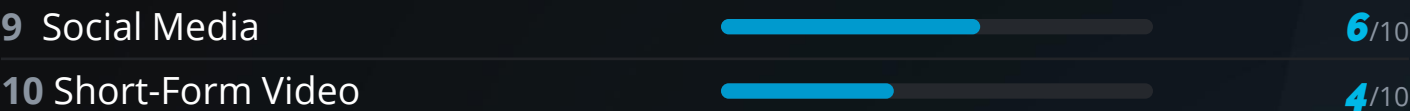
02 GET FOUND

16 / 40



03 REACH NEW PEOPLE

10 / 20





AREA 1 OF 10 · LOOK CREDIBLE

Branding & Identity

Design comes up more than anything else when people judge whether a website is credible. A logo that changes from channel to channel reads as careless.

Source: Stanford Persuasive Technology Lab, 2003

WHAT WE CHECK

- ✓ 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 across the website, Facebook, and Instagram. Photos are your real people, not stock. The one miss is YouTube, which still carries the old look.

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

People judge how your website looks in as little as 0.05 seconds, before they read a word. It's the first room a guest walks into.

Source: Lindgaard et al., Behaviour & Information Technology, 2006

WHAT WE CHECK

- 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

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

Your next guest is holding a phone. When a page takes 5 seconds to load instead of 1, the chance they leave jumps 90%.

Source: Think with Google, 2017

WHAT WE CHECK

- ✓ 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

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

Can a first-time guest find when to come, where to park, and what to expect in under 30 seconds on a phone?

WHAT WE CHECK

- ✗ An obvious Plan Your Visit path
- ✗ Service times and address up front
- A clear next step on every page

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

Someone in your ZIP code just searched "church near me." Did they find you, or the church down the street?

WHAT WE CHECK

- 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 SEO



AREA 6 OF 10 · GET FOUND

Online Reviews & Reputation

People read reviews before they visit a church, the same way they check a restaurant. An unanswered review tells them nobody's paying attention.

WHAT WE CHECK

- ✓ 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 SEO



AREA 7 OF 10 · GET FOUND

AI Search Visibility

More people now ask ChatGPT or Google's AI where to go to church. It hands back a short list. You're on it or you're not.

WHAT WE CHECK

- 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 SEO · includes AI search



AREA 8 OF 10 · GET FOUND

Google Ad Grant

Google gives qualifying churches up to \$10,000 a month in free search ads. Unused months don't roll over.

WHAT WE CHECK

- ⊗ 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



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

Social is where you meet people who aren't looking for a church yet. A quote graphic once a week isn't a plan.

WHAT WE CHECK

- ✓ 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

Reels, Shorts, and TikToks get shown to people who don't follow you. It's the fastest way past your own walls.

WHAT WE CHECK

- ⊗ 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



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 SEO](#)

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.

You don't have to fix this alone.

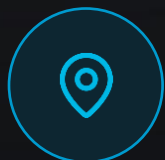
We've helped 800+ churches build an online front door that works. Here's where we'd come in.



01 · LOOK CREDIBLE

Church Websites

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



02 · GET FOUND

Local SEO + Google 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

Proposal in your inbox by Friday, October 16. Then a quick call Monday to walk through it.

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