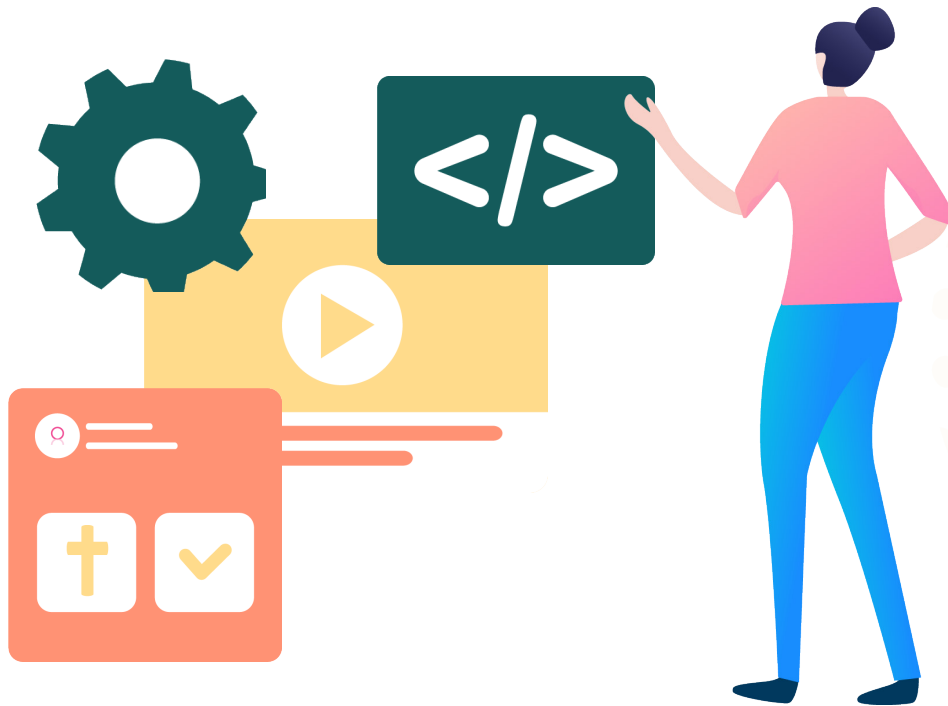




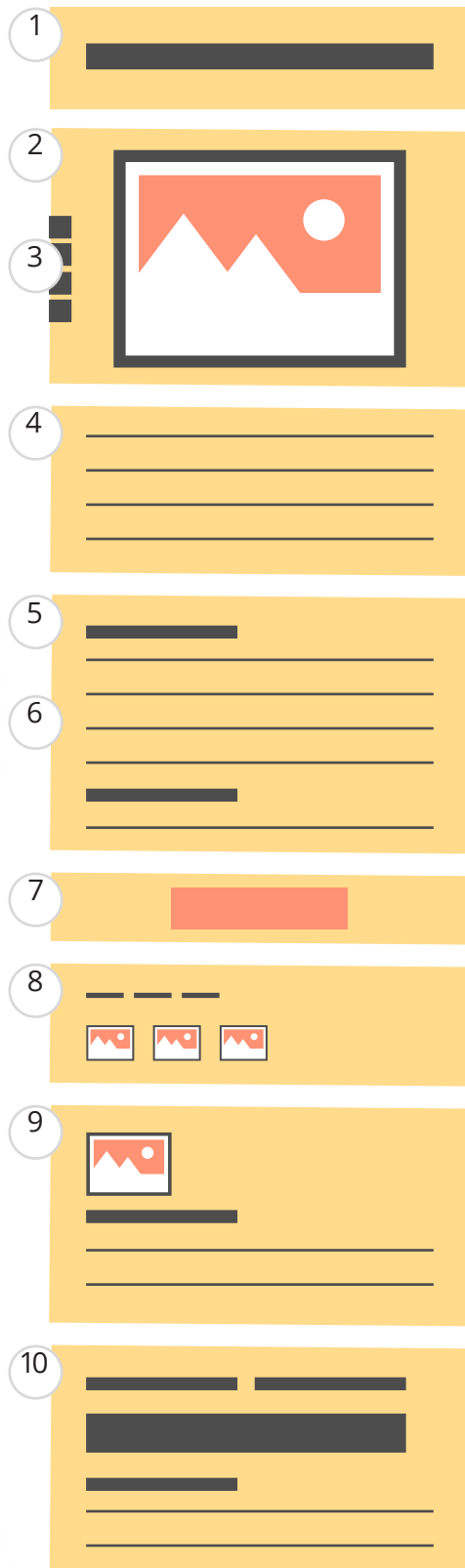
Church Communications Strategy Training Course



Church Websites Worksheet

How to Optimize Key Channels

Anatomy of a Blog Post



1. Title Google uses the title to determine what to show in search results, so include your main keyword here.

2. Image This will also show up in social media posts when the blog post is shared.

3. Social Sharing This allows readers to easily share your post, which can help grow your audience considerably.

4. Intro Catch readers' attention and keep them reading by explaining how the information in the post can benefit them.

5. Headings These break up the text, making it easier to skim, and direct readers to the info they're looking for.

6. Body Text Avoid keyword stuffing. Use the main keyword once, then use alternative phrases.

7. CTA (Call to Action) This is a button that directs the reader to do something, such as fill out a form to register for confirmation classes.

8. Tags and Related Posts These help readers find other posts that are related to the topic, and they keep readers on the blog longer.

9. Bio If your blog has multiple authors, include a bio at the end of each post to give it more credibility.

10. Comments Comments build community among readers and help you get feedback from and build rapport with readers.



Anatomy of an Email

1. From Name Whom will the email be best coming from based on its content: Christ Lutheran Church or Pastor Williams?

2. From Email Address Who should receive replies? The church office, the pastor, the youth ministry leader . . . ?

3. Subject Line This may be the most important element of the email. Your goal here is simply to get readers to open it!

4. Logo This instantly tells readers who the email is from (your church) and gives the email credibility.

5. Image If this email is part of a larger campaign, use the same header image across all emails for consistency.

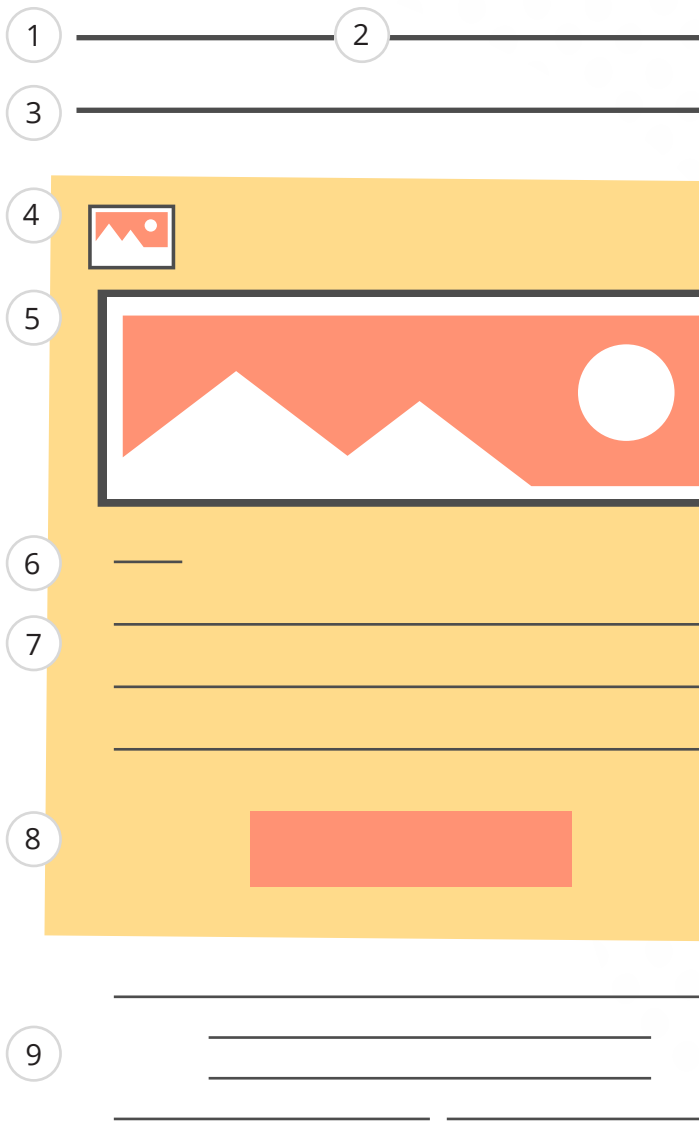
6. Personalized First Name Use the reader's first name rather than something generic. Most email clients have a function that can do this automatically.

7. Body Text If you use a CTA, include the CTA's link in the body text in case the button's image does not load for a recipient.

8. CTA This is a button that directs the reader to do something, such as fill out a form to register for confirmation classes.

9. Footer The footer should contain these elements:

- Social media links
- Church's contact info
- Why the recipient is getting this email
- Unsubscribe link (required by CAN-SPAM Act)



Website SEO Checklist

Getting Set Up

- Access to adding code to your church website
- Google Analytics account
- Google Search Console account
- Google Trends for key terms
- Google My Business account
- MozBar Chrome Extension

SEO Basics for Your Site

- Intuitive navigation
- Compatible on mobile devices
- Fast load speed
- Site submitted for indexation

More Advanced SEO

- Sitemap.xml file
- Robots.txt file
- SSL Certificate for domain
- Blog moved to AMP

URL

- Short and descriptive
- Subject matter, not title of page
- Proper subdomains
- Strategy for subdirectories

Keywords

- Keyword research
- Primary keyword or key phrase for each persona
- Secondary keywords or long-tail keywords for each persona
- Questions asked in search engines by each persona

Page Title

- Compelling description of page
- Includes main keyword or key phrase
- 50–60 characters

Meta Description

- Short but detailed description of page content
- Under 160 characters

Headings

- Only one H1
- Limited number of H2s
- Keyword or key phrase used at least once

Body Text

- Keyword or key phrase used at least once
- Synonyms or related phrases used conservatively

Links

- Internal links to other relevant content on website
- Outbound links point to specific resources
- Keywords in in-text links and buttons

Images

- Specific file names
- Alt text for images
- Main keyword or key phrase in at least one image's alt text





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