

# Getting your church on the map!

By creating and updating your Google Business Profile you will create a “digital doormat” for your community of faith’s online presence.

## Why use Google Business Profile?

The reality is that Google is where folks are looking for information.

- 89% of web searches are done through Google (Oberlo, 2024)
- 87% of customers rely on Google to help them decide on a business (Loopex Digital, 2025)
- From Jan. 14 to April 14. 537 searches were made related to the search terms “united church Ottawa”

## What should our Community of Faith’s Google Business Profile include?

- 1. Name, Category, and Address:** Ensure these are accurate and consistent across all your online presence.
- 2. Business Hours:** Keep your business hours up to date, including special hours for holidays and events.
- 3. Contact Information:** Provide a clear and accurate phone number and website URL.
- 4. Description:** Write a compelling description that highlights what makes your business unique and what customers can expect.
- 5. Keywords:** Use relevant keywords that potential customers might use to search for your business.

*Example: town/city, neighbourhood, style, distinguishing characteristics (kid’s ministry, progressive...)*

- 6. Services and Products:** List all your products and services clearly and accurately.

**7. Attributes:** Display your most important attributes, this is great to share information around accessibility and characteristics of your community! You can also include Languages used in by your community.

*Accessibility examples: Assistive hearing loop, Wheelchair-accessible entrance, Wheelchair-accessible restroom, Wheelchair-accessible seating, Wheelchair-accessible parking, Wheelchair-accessible elevator*

*Characteristics examples: Family-friendly, Kid-friendly, LGBTQ+ friendly, Transgender safe space*

**8. Add Photos and Videos:** Showcase your space(s) both inside and out to give people a feel for it. Include interesting features, meeting spaces, and accessibility features.

**9. Cover Photo:** Use a high-quality cover photo that makes a great first impression.

## **Maintaining Your Profile**

- **Encourage Reviews:** Ask your community members to leave reviews on Google. Share a Review Link in your digital newsletter to make it easy to submit. Ask them to share specific features of your community of faith they appreciate!
- **Respond to Reviews:** Respond to both positive and negative reviews to show that you value feedback.
- **Share Updates:** Share updates about your business, such as Easter or Christmas services or updates related to urgent circumstances (storms, public health notices).
- **Monitor and Respond to Questions:** Regularly check the Q&A section of your Google Business Profile and respond to any questions promptly.
- **Preempt Queries:** Use the Q&A section to address common questions.

*Common questions... style of worship, gender equality in leadership, stance on 2SLGBTQ+ inclusion, inclusion of children*

## Links

1. [How to add or claim your Business Profile on Google](#)
2. [Get Started with your free Business Profile](#)

## Need Help?

Email Alexandra at [abelaskie@united-church.ca](mailto:abelaskie@united-church.ca) for help with your profile.

Want to discuss other ways you can strengthen invitation to your community of faith? Connect with your regional Growth Animator.

- Atlantic: Sharon Ballantyne (she/her) [sballantyne@united-church.ca](mailto:sballantyne@united-church.ca)
- Ontario East & Quebec: Tori Mullin (they/them) [tmullin@united-church.ca](mailto:tmullin@united-church.ca)
- Central and Northern Ontario: Calin Lau (he/him) [clau@united-church.ca](mailto:clau@united-church.ca)
- Southwest Ontario: Greg Smith-Young (he/him) [gsmith-young@united-church.ca](mailto:gsmith-young@united-church.ca)
- Prairies: Jordan Cantwell (she/they) [jcantwell@united-church.ca](mailto:jcantwell@united-church.ca)
- Mountains: Scott Reynolds (he/him) [sreynolds@united-church.ca](mailto:sreynolds@united-church.ca)