

Church Website Christmas-Readiness Checklist

A free checklist from ChurchCreation.com

THE READINESS CHECKLIST

- ☐ A dedicated Christmas landing page
- ☐ All service times, in text, up top
- ☐ Location, parking & a map
- ☐ What to expect + childcare
- ☐ Homepage banner with the times
- ☐ A clear Plan Your Visit CTA
- ☐ Mobile-first and fast
- ☐ An invite / share graphic
- ☐ Google Business Profile holiday hours
- ☐ Event schema for each service
- ☐ Accessibility
- ☐ An after-Christmas plan

LOCAL SEO (GET FOUND)

- ☐ Add GBP special hours weeks early (Edit profile then Hours then Special hours)
- ☐ Point the Google profile website link at the Christmas page
- ☐ Use city plus Christmas Eve service in the title, H1 & body
- ☐ Add Event schema (startDate, endDate, location)
- ☐ Ask attenders to mention the Christmas Eve service in reviews

AFTER CHRISTMAS

- ☐ Do not let the page die — switch the CTA to Join us in the new year
- ☐ Add a January series or a New Year service
- ☐ Follow up fast with the visitors you captured
- ☐ Repurpose the page toward Easter next

When to do it

Early—mid November	Publish the landing page so Google indexes it
About 2 weeks before	Homepage hero live, GBP special hours, Event schema, invites out
Day before / day of	Confirm livestream, parking & childcare info; check speed
After Christmas	Follow up and swap to a new-year next step