

Google Business Profile for Churches — Setup & Optimization Checklist

A free one-page checklist from ChurchCreation.com

1 · CLAIM & VERIFY

- Go to google.com/business and search for your church
- Claim it (or add it if it doesn't exist)
- Choose the most specific category (e.g. Baptist church) as primary
- Add Church + others as secondary categories
- Verify by postcard, phone, email, or video
- Enter exact name, address & phone

2 · HOURS & INFO

- Set weekly service / office hours
- Add special hours for Christmas Eve & Easter
- Write a description with your city + worship style
- Add website, "Plan Your Visit" link & phone

3 · ATTRIBUTES

- Wheelchair-accessible entrance / restroom / parking
- Free parking lot
- Restroom & family facilities
- Decide on identity & "safe space" attributes

4 · PHOTOS (10–20+)

- Exterior + signage
- Parking entrance
- Lobby / welcome area
- Auditorium mid-service
- Kids check-in
- Real Sunday crowd + greeters

5 · REVIEWS & POSTS

- Invite the congregation to leave honest reviews
- Aim for a steady 2–4 per month (not a burst)
- Reply to every review — praise and criticism
- Post events, sermons & seasonal services

6 · WEBSITE & SCHEMA

- Match name/address/phone in your site footer
- Add Church (JSON-LD) schema to your site
- Mirror service times in openingHoursSpecification
- Re-check everything once a season