

One Site or Many? A Decision Worksheet

A free worksheet from ChurchCreation.com

Step 1 — Score these five questions

For each, mark which side describes your church. Mostly left → one unified site. Mostly right → separate sites. A real mix → hybrid.

1. How do your campuses teach?

Left: one shared message / broadcast · Right: each has its own preaching pastor

2. How strong is each campus's local identity?

Left: "one church, many rooms" · Right: distinct local brands

3. Are operations & staff centralized?

Left: central team + campus editors · Right: each campus runs itself

4. What is your web team & budget?

Left: lean — one site to maintain · Right: resourced for several sites

5. Did campuses join by planting or acquisition?

Left: planted under one brand · Right: merged in keeping their own name

Step 2 — Compare the approaches

	UNIFIED SITE	HYBRID	SEPARATE SITES
SEO authority	One strong domain	One domain + sections	Split across N domains
Local identity	Lower	Medium	Highest
Maintenance cost	Lowest	Medium	Highest (N×)
Brand consistency	Highest	High	Lowest
Scales to many campuses	Easily	Moderately	Poorly
Best-fit church	Shared-teaching multisite	Campuses wanting identity	Independent local brands

Most growing churches land on **unified** or **hybrid**. Separate sites are the exception — reserve them for campuses with genuinely independent local identities.

The Multi-Campus Local-SEO & Build Checklist

Do this for every campus — whichever approach you chose

FOR EVERY CAMPUS — LOCAL SEO

- ☐ Claim & verify a Google Business Profile per campus
- ☐ Use a unique, consistent NAP (name, address, phone) everywhere
- ☐ Point each GBP "website" field at that campus's own page
- ☐ Give each campus an indexable page (/campus-name/)
- ☐ Server-render the address & service times (not a JS-only modal)
- ☐ Unique title & meta per campus ("Church in [City]")
- ☐ Add LocalBusiness / Church schema per campus
- ☐ Earn local citations & reviews per location

CAMPUS FINDER

- ☐ Offer geolocation ("use my location") or a map
- ☐ Fall back to a grouped, searchable list
- ☐ Show distance / region so visitors self-select fast
- ☐ List the online campus inside the finder too

PER-CAMPUS PAGE MUST-HAVES

- ☐ Service times & full street address
- ☐ One-tap directions & an embedded map
- ☐ Campus pastor + a local contact
- ☐ What to expect / parking / kids info
- ☐ A campus-aware "plan your visit" CTA

SHARED, CHURCH-WIDE

- ☐ One brand: header, nav, type & colors
- ☐ One sermon / media library
- ☐ One giving form with a campus selector
- ☐ A first-class online / internet campus
- ☐ Mobile-first: tap-to-call & tap-to-navigate

A single shared Google Business Profile ranks for one area and leaves the rest invisible in "near me" searches. One profile **per campus**, each linked to its own page, is the foundation of multi-campus local SEO.