

A FREE GUIDE FOR CHURCH LEADERS

How to Make Your Church's Google Profile Strength Look Good

Use Google's own Profile Strength tool to fill every gap, so a neighbor deciding whether to visit finds what they need at a glance.

Inside this guide

1. Open the Profile Strength tool
2. Work through each item
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4. Keep it consistent everywhere
5. Keep it strong month to month



FIVE MORE
TALENTS

A complete profile is easier to find, and easier to trust

Once your church has claimed its Google Business Profile, the next question is simple: does it answer what a first-time visitor wants to know? When do you meet? Where do I park? What is it like inside?

Google says it plainly in its own help pages: businesses with complete and accurate information are more likely to show up in local search results. Google ranks nearby places mainly on three things:

FACTOR	WHAT GOOGLE MEANS BY IT
Relevance	How well your profile matches what someone searched for. Complete, detailed information helps Google understand what your church is.
Distance	How far your church is from the person searching. You can't change this one.
Prominence	How well known your church is, based partly on reviews and how many websites link to you.

Relevance is the factor you have the most control over, and Google gives you a free tool to work on it: the **Profile Strength Indicator**. It points out missing information, checks that your details match across Google Search and Maps, and reminds you to add photos, videos, and posts.

Part of a seven-step series. This is Step 2 of the **Found on Google** series, seven short guides that help neighbors searching online find your church. Each step builds on the one before it. When you finish, continue with the Step 3 guide, **Invite honest reviews**.

BEFORE YOU START

The Profile Strength Indicator only appears on **verified** profiles. If you haven't claimed and verified your church's profile yet, start with Step 1 of this series. Then set aside about 30 minutes and have your service times, a short description of your church, and a few current photos ready.

1 Open the Profile Strength tool

This works best on a computer.

1. Sign in to the Google account that manages your church's profile.
2. Search Google for **my business**, or search for your church's name, to open your Business Profile.
3. Click **Profile Strength**.
4. Follow the on-screen instructions. After you update an item, click **Next**. To move past an item for now, click **Skip**.
5. On the last screen, click **Go to profile**.

Google shows you how complete your profile is and what's still missing. Work through the list until your profile strength looks good, then come back to it whenever you make changes.

2

Work through each item

Here is what the tool typically asks for, and what a church should enter. Picture a neighbor who has never visited, reading your profile on a phone on Saturday night.

ITEM	WHAT TO ENTER FOR A CHURCH
Description	Up to 750 characters, no links. Say who you are, when you meet, and what a visitor can expect. Use plain words a newcomer understands. (Step 1 of this series includes a sample.)
Category	Pick the most specific accurate category as your primary one, such as your tradition's church category. Google allows up to 9 more, but most churches need only one or two. Don't add categories just as keywords.
Contact info	A phone number someone answers or a voicemail someone checks, and your website address. Link to a "Plan Your Visit" page if you have one.
Hours	See Part 3 before you fill this in.
Opening date	The month and year your church was founded. On some Google pages this may be used to show how many years you've been serving your community.
Attributes	Factual details such as a wheelchair-accessible entrance, restroom, or parking. Visitors with young children or older parents look for these.
Social links	Where Google offers it, add one link per platform, such as your Facebook page or YouTube channel. Only add accounts your church keeps current.
Logo and cover photo	Your church logo, and a clear, current photo of your building with its sign.
Photos and videos	The outside, the entrance, the sanctuary, and your people. Step 5 of this series covers this in detail.
Posts	Short updates about sermons, events, and holiday services. Step 6 of this series covers this in detail.

3

A note about service times

The tool may ask you to add hours. Churches need to think about this one carefully.

Google's written guidelines say that certain places **shouldn't provide hours**, including places with varied schedules, and they name **worship services** as an example. Regular hours are meant to show when a place is open to walk in, and a church that meets Sunday at 10:30 AM and Wednesday at 7:00 PM isn't "open" in that sense.

IF YOUR OFFICE KEEPS REGULAR HOURS

List your office hours, for example Tuesday to Friday, 9:00 AM to 3:00 PM, as long as someone is really there to answer the door and the phone.

IF IT DOESN'T

Leave hours blank rather than guessing. A blank field is better than a visitor arriving to a locked door.

Either way, put your **worship service times in your description** and on your website's home page, where a visitor will see them right away. When your schedule changes for Christmas or Easter, share it in a post (Step 6).

4

Keep it consistent everywhere

Part of your profile strength is whether your details match across Google Search and Google Maps. Google also compares your profile with other sources, including your own website, and may update your profile based on what it finds there. Check these match exactly:

- ☐ **Name** exactly as it appears on your sign, with nothing added.
- ☐ **Address** written the same way on your profile, your website, and your bulletin.
- ☐ **Phone number** the same everywhere, and one your church controls.
- ☐ **Website** pointing to your current site, not an old address that redirects.

WATCH FOR GOOGLE UPDATES

Google may notify you by email or on your profile when someone suggests an edit. You then have **4 days** to accept or reject it. If you don't respond, Google may publish the change if other public information, such as your website, supports it. Changed details may show in blue in the profile editor. Make sure the email for your profile reaches someone who reads it.

5

Keep it strong month to month

A profile that was complete a year ago can quietly go stale. A new associate pastor, a changed phone line, or a new Sunday school hour can all slip through. Set a 10-minute reminder for the first week of each month and run through this list:

- ☐ Open [Profile Strength](#) and fill in anything new it suggests.
- ☐ Read your description. Are the service times still right?
- ☐ Call your listed phone number. Does someone answer, or does the voicemail work?
- ☐ Click your website link. Does it load the right page?
- ☐ Check for any Google updates or suggested edits waiting for your review.
- ☐ Add at least one new photo and one new post.
- ☐ Reply to any new reviews (Step 4).

QUICK REFERENCE

Common mistakes to avoid

MISTAKE	WHY IT CAUSES TROUBLE
Chasing a full score by entering made-up hours	Visitors arrive when no one is there, and it goes against Google's guidelines for worship services.
Adding phrases like "Bible-Teaching Church in Springfield" to your name	Google doesn't allow it and can suspend your profile.
Choosing extra categories as keywords	Google's rules say categories should describe what you are, not what you want to rank for.
Writing the description in insider language	Newcomers may not know what "session," "narthex," or "consistory" mean. Explain or use everyday words.
Ignoring Google's suggested edits	After 4 days, Google may publish a change you never approved.

THE FOUND ON GOOGLE SERIES

Seven simple steps to help neighbors find your church

1 Claim your church's Google Business Profile

2 Make your Profile Strength look good

THIS GUIDE

3 Invite honest reviews

4 Respond to every review

5 Add photos and videos

6 Post regular updates

7 Match your details across 40 directories

Next up: **Step 3, Invite honest reviews.** Take one step at a time. Each one makes it a little easier for people searching nearby to find your church and walk through the door.

If you'd rather not carry this alone, or just want someone to look over what Google shows your neighbors, we'd be glad to talk. Five More Talents serves conservative, Bible-believing churches with websites, local search, and online outreach. You lead. We support.

Schedule a free 20-minute Outreach Discovery Call

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