

A FREE GUIDE FOR CHURCH LEADERS

How to Make Your Church's Details Match Across 40 Online Directories

One name, one address, one phone number, everywhere a neighbor or Google might look.

Inside this guide

1. Write your master listing
2. Start with the sites that matter most
3. Work through the 40-directory checklist
4. Fix what you find
5. Keep it matching



FIVE MORE
TALENTS

WHY THIS MATTERS

When the details don't match, visitors and Google both get confused

Your church's name, address, and phone number appear on dozens of websites and apps you may never have visited: map apps, directories, church finders, and your denomination's locator.

If any of them show an old address, a disconnected phone number, or a former church name, two things happen. A visitor may drive to the wrong place or call a number nobody answers. And Google, which compiles business information from many sources, including licensed data from other companies and your own website, gets mixed signals about which details are true.

Google's help pages explain that when sources report your information differently, Google may update your profile. If someone suggests an edit and you don't respond within 4 days, Google may publish it when other public information supports it. Matching details everywhere protects the accuracy of the profile you worked hard to build.

A COMMON EXAMPLE

A church moves, merges, or changes its name. Years later, some directories still show the old name or address. A family searching on a Saturday night finds two listings and isn't sure which one is real.

Part of a seven-step series. This is Step 7 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. This is the final guide in the series.

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Start with the sites that matter most

- ☐ **Maps and search first.** Google, Apple Maps (the default on every iPhone), Bing, Facebook, and Yelp are where most people look.
- ☐ **Then the data suppliers.** Data Axle, Neustar Localeze, and Foursquare supply business information to many smaller directories, apps, and navigation systems. Correcting your details there helps fix listings further down the line.
- ☐ **Then everything else** on the checklist that follows.

1 Write your master listing

Before you touch a single directory, write down exactly how your details should appear. Every listing should match this, down to the abbreviations. Keep it in your church's shared documents.

DETAIL	EXACTLY AS IT SHOULD APPEAR
Church name As on your sign	
Street address Pick "Street" or "St" and stick to it	
City, state, ZIP	
Main phone A local number someone answers	
Website The exact address, such as https://www.	
Email	
Service times	
Short description Two or three sentences	

Also gather your logo and three or four good photos (see Step 5). Many directories ask for them.

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Work through the 40-directory checklist

Search each site for your church's name and city. Check the name, address, phone number, and website against your master listing, then tick the box when it matches.

#	DIRECTORY	WHERE TO CHECK	
MAPS AND SEARCH			
1	Google Business Profile	business.google.com	☐
2	Apple Maps (Apple Business Connect)	business.apple.com	☐
3	Bing Places for Business	bing.com/forbusiness	☐
4	Facebook Page	Your page's About section	☐
5	Yelp for Business	business.yelp.com	☐
DATA SUPPLIERS (THEY FEED MANY OTHER SITES)			
6	Data Axle	data-axle.com	☐
7	Neustar Localeze	neustarlocaleze.biz	☐
8	Foursquare	business.foursquare.com	☐
YOUR OWN CHANNELS			
9	Your church website	Footer, contact page, and visitor page	☐
10	YouTube channel	Channel description and links	☐
11	Instagram	Profile contact details	☐
12	Nextdoor	business.nextdoor.com	☐
13	Church app or online giving page	Contact and location details	☐
GENERAL DIRECTORIES			
14	Yellow Pages	yellowpages.com	☐
15	Superpages	superpages.com	☐
16	MapQuest	mapquest.com	☐
17	Better Business Bureau	bbb.org	☐
18	Manta	manta.com	☐

19	Hotfrog	hotfrog.com	☐
20	Brownbook	brownbook.net	☐
21	EZlocal	ezlocal.com	☐
22	Cylex	cylex.us.com	☐
23	MerchantCircle	merchantcircle.com	☐
24	ChamberofCommerce.com	chamberofcommerce.com	☐
25	ShowMeLocal	showmelocal.com	☐
26	CitySquares	citysquares.com	☐
27	2FindLocal	2findlocal.com	☐
28	Waze	Check in the app, suggest fixes	☐
CHURCH FINDERS			
29	ChurchFinder.com	churchfinder.com	☐
30	SermonAudio Church Finder	sermonaudio.com/churchfinder	☐
31	The Gospel Coalition Church Directory	thegospelcoalition.org/churches	☐
32	9Marks Church Search	9marks.org/church-search	☐
33	Founders Church Search	church.founders.org	☐
34	Your denomination's church locator	PCA, OPC, URCNA, ARP, RPCNA, ACNA, SBC, and others	☐
35	Your presbytery, classis, or association	Its website's list of churches	☐
YOUR LOCAL COMMUNITY			
36	Local chamber of commerce	Member directory	☐
37	City or town website	Community or faith listings	☐
38	Local newspaper	Church or worship directory	☐
39	Visitors bureau or tourism site	Places of worship listings	☐
40	Local ministerial association	Member church list	☐

Some church finders are curated and ask churches to apply or affirm a statement of faith, and some charge a fee. Only join directories whose beliefs you share. Canadian churches should also check YellowPages.ca.

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Fix what you find

WHAT YOU FIND	WHAT TO DO
A listing you can claim	Claim it with your church's shared email address, correct every detail, and record the login with your other church records.
A listing you can't claim	Look for a "suggest an edit" or "report a problem" link, or contact the site. Correcting the data suppliers often fixes these over time.
Two listings for your church	Keep the accurate one and ask the site to remove or merge the duplicate. Don't create a third.
An old name or address	Update it, or mark the old location as moved or closed if the site allows it.
No listing at all	Add your church, using your master listing word for word.

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Keep it matching

Changes don't show up everywhere at once. Some sites update within days, others take weeks, so check again a month or two later. After that, a little upkeep keeps everything matching.

- ☐ **When something changes, update your master listing first**, then Google, then the rest of the checklist. A new phone system, a new website address, a move, or a name change all count.
- ☐ **Check the top eight once a year.** Maps, search, and data suppliers (items 1 to 8) matter most.
- ☐ **Keep logins in one place.** Record which email owns each listing, so access doesn't leave with a volunteer.

AN HONEST WORD: THIS STEP TAKES TIME

Of all seven steps, this is the one churches most often leave unfinished, and understandably so. Claiming and correcting 40 listings by hand can take many hours spread over several weeks. If your office is already stretched thin, it's the step most worth handing to someone else. Keeping listings in sync across 40+ directories is part of the work we do for churches every week.

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

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

THIS GUIDE

You've reached the end of the series. Work through all seven steps and your church will be far easier to find than most. Revisit them a few times a year to keep everything current.

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

go.fivemoretalents.com



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