

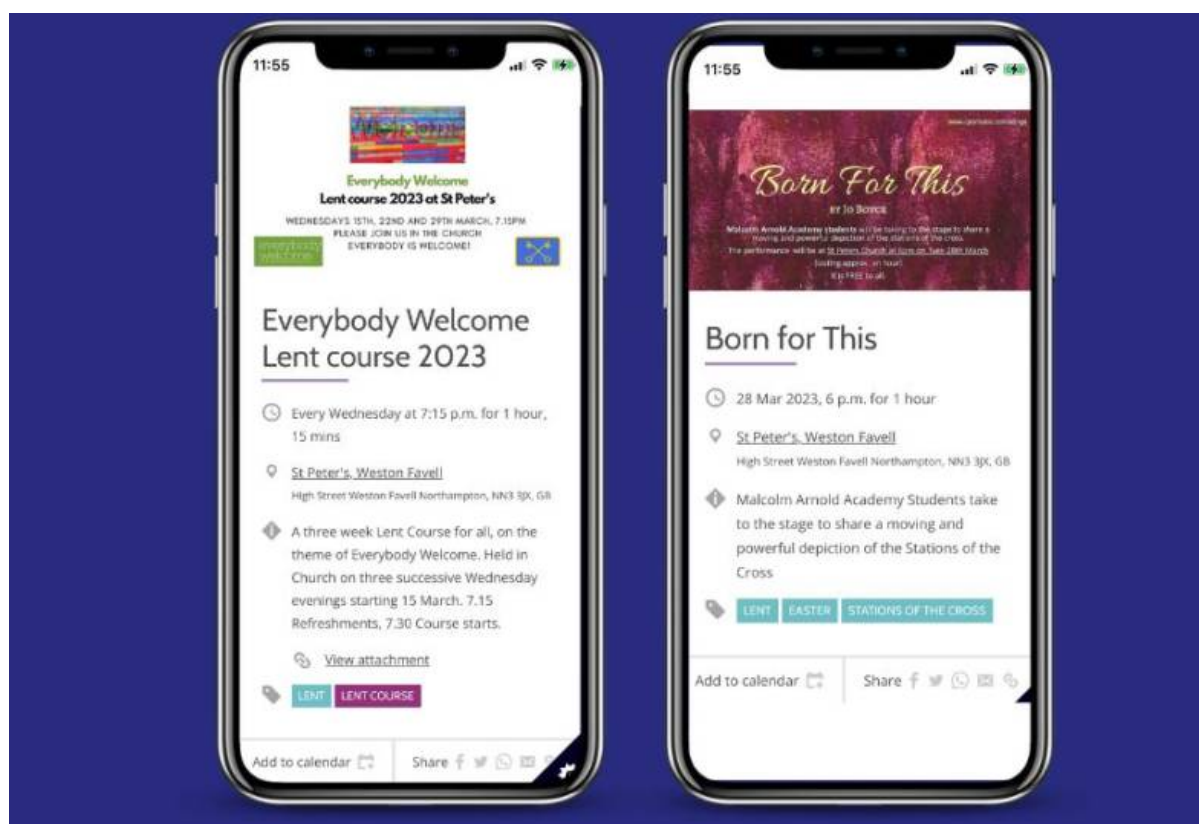
In this blog we are going to be spotlighting some amazing event promotions that we saw last year on AChurchNearYou.com by St Peter's Church.

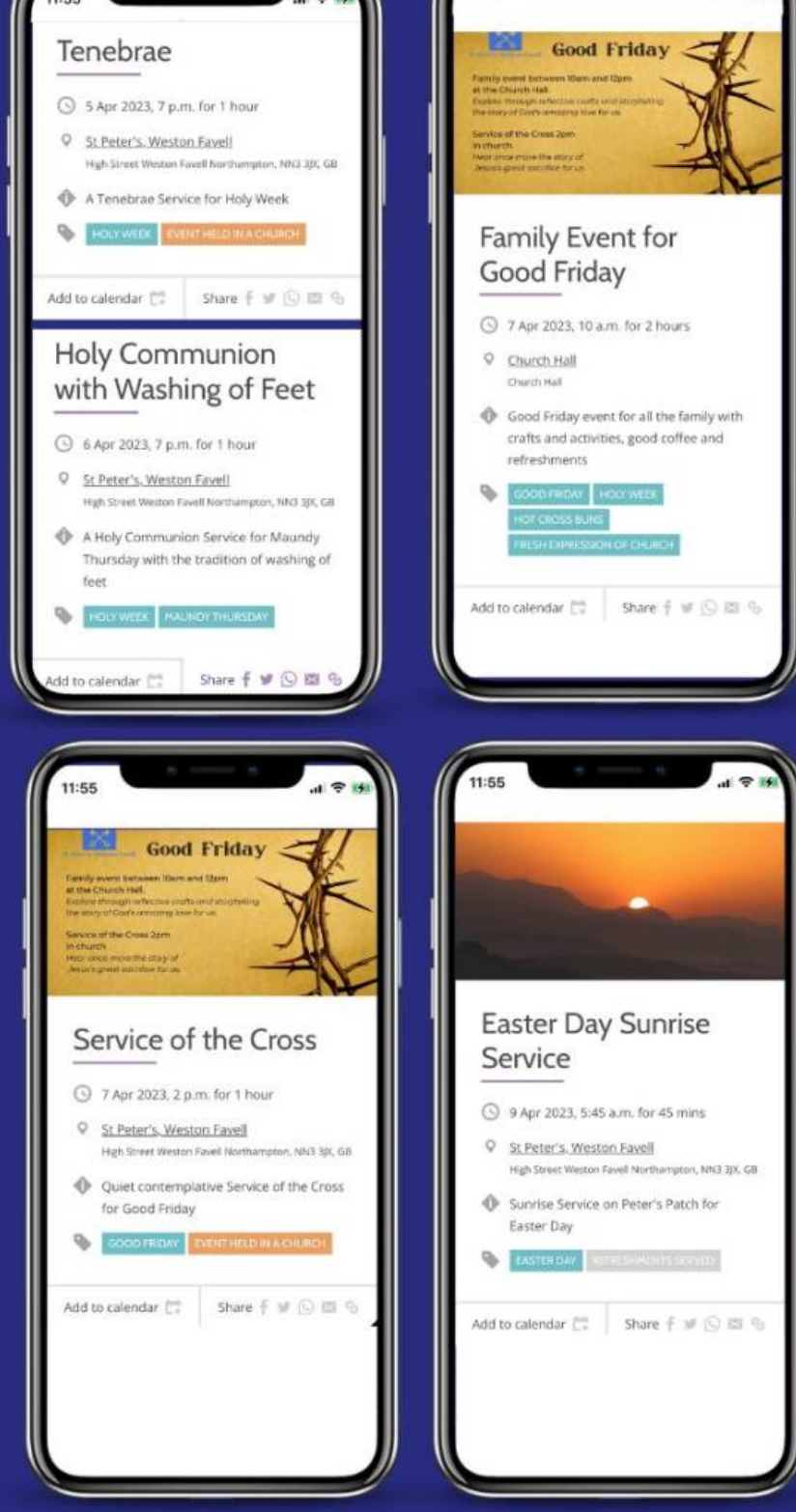
80 percent of people who come to AChurchNearYou.com are first-time visitors, making this the perfect opportunity to use the site to encourage local church attendance. Traffic on AChurchNearYou.com peaks annually (second only to Christmas) in the period Maundy Thursday to Easter Sunday, so now is a great time to add and tag your Easter services and events.

St Peter's Church in Weston Favell have been listing their services and events on AChurchNearYou.com with clear feature images, detailed information, and multiple tags. Some of their events include an ongoing Lent course, a one-off stage depiction of the Stations of the Cross, a Tenebrae service, Holy Communion, two Good Friday services, and an Easter Day Sunrise service.

They have uploaded each of these services and events onto their AChurchNearYou.com site, given them a title, date/time, description, location and, importantly, multiple tags. The tags they've used include:

- Lent
- Lent course
- Easter
- Holy week
- Maundy Thursday
- Good Friday



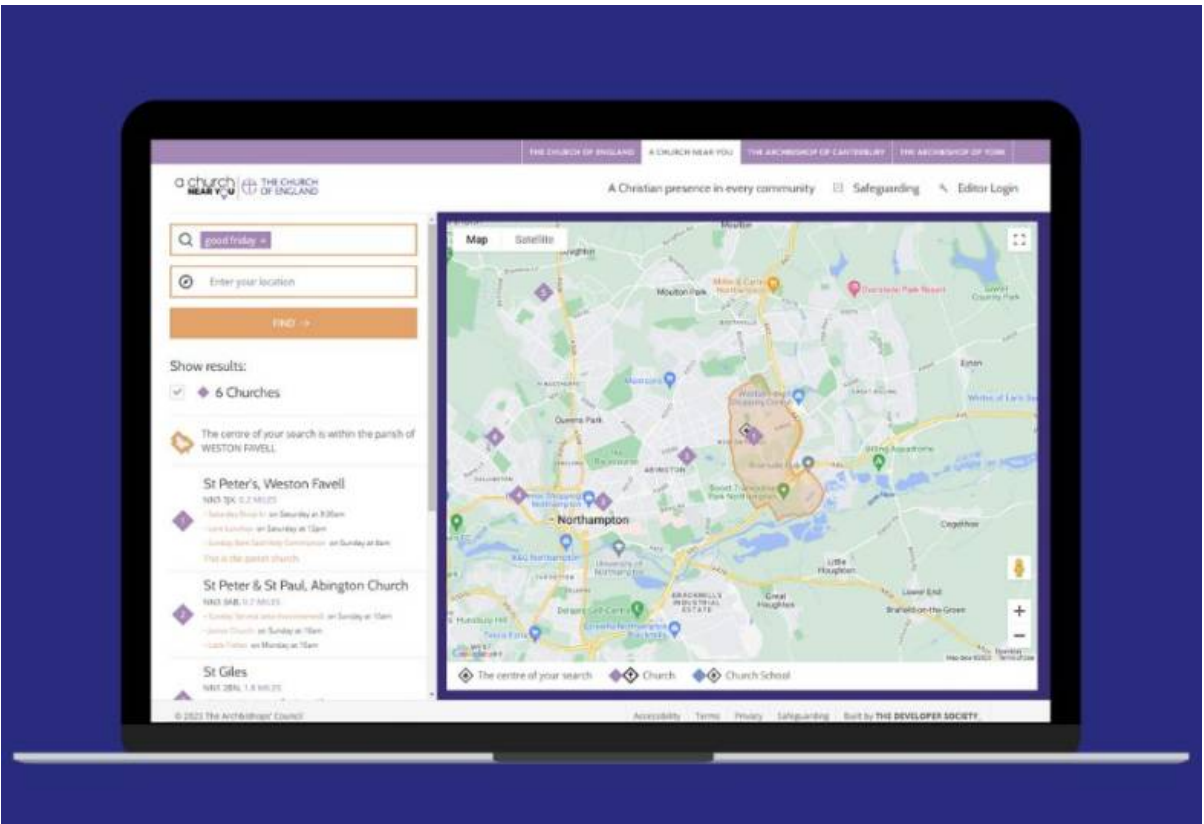


St Peter’s Church kept their events and services posts clear and welcoming, listing the key details that someone would need in order to attend, and included a feature image for most of their events. Their AChurchNearYou.com site also includes an image of their church building, making it easier for people to identify the location of the services and/or events they want to attend.

Why should you tag your services and events?

One of the best ways to ensure that you are being found by your local community is by using tags. Tags make it much easier for people looking for a church in their local community to find exactly what they need. This could include things from accessibility features (e.g. disabled access) or toilets, to Sunday school or a choir.

When someone comes onto AChurchNearYou.com, they are first prompted to enter their location. Once they have done this, they have the option of filtering all the churches in their local area according to which ones have the specific offering they’re looking for. In this example, St Peter’s Church appears in the list of churches in Weston Favell with a Good Friday tag.



If you haven't already uploaded your Easter services and events, now is the time to do it! Make sure to add all the key information about your events and include a couple of relevant tags to make it easy for your local community to find your church using AChurchNearYou.com.

Need a refresher on how to add and tag your events and services? We've got a handy [Editor Help Centre](#) article to remind you what you need to do.

Do you edit a Benefice on AChurchNearYou.com? You can now add and edit events across your whole benefice. [Read more about how to use the new benefice functionality.](#)

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