



Make the most of your A Church
Near You page this Christmas

with Amaris Cole and Liz Morgan

Key statistics

38.5 million

Pages views per year

72 hours

Before Christmas is the busiest time of the year

4

Average page views per session

8am Sunday

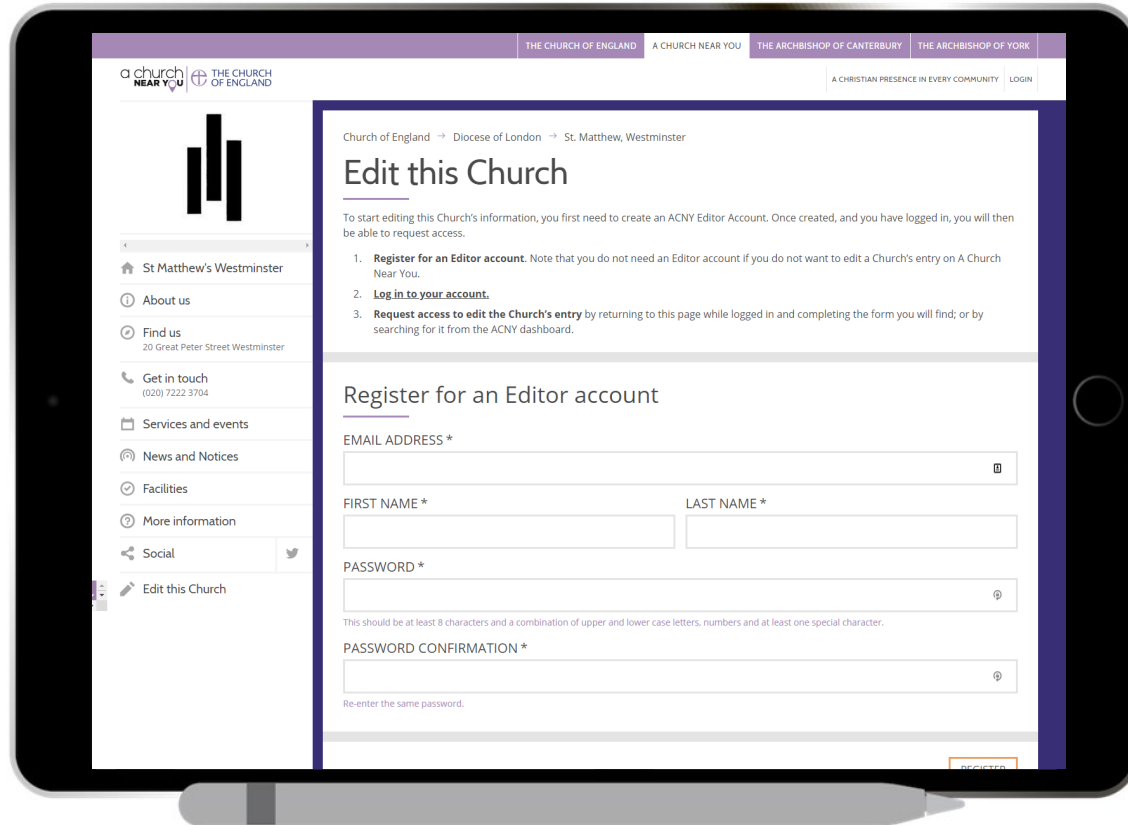
Is the busiest time in the week

40%

Editors have had visitors from ACNY

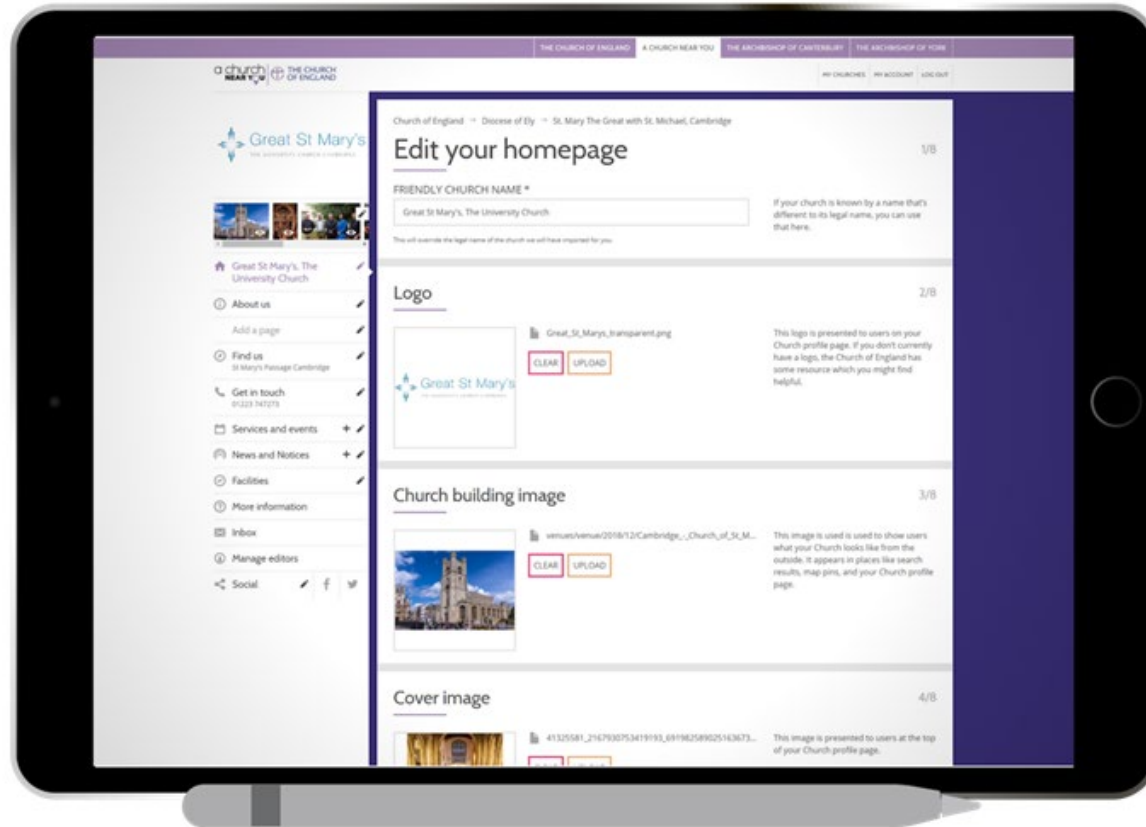
80%

First-time visitors on the site



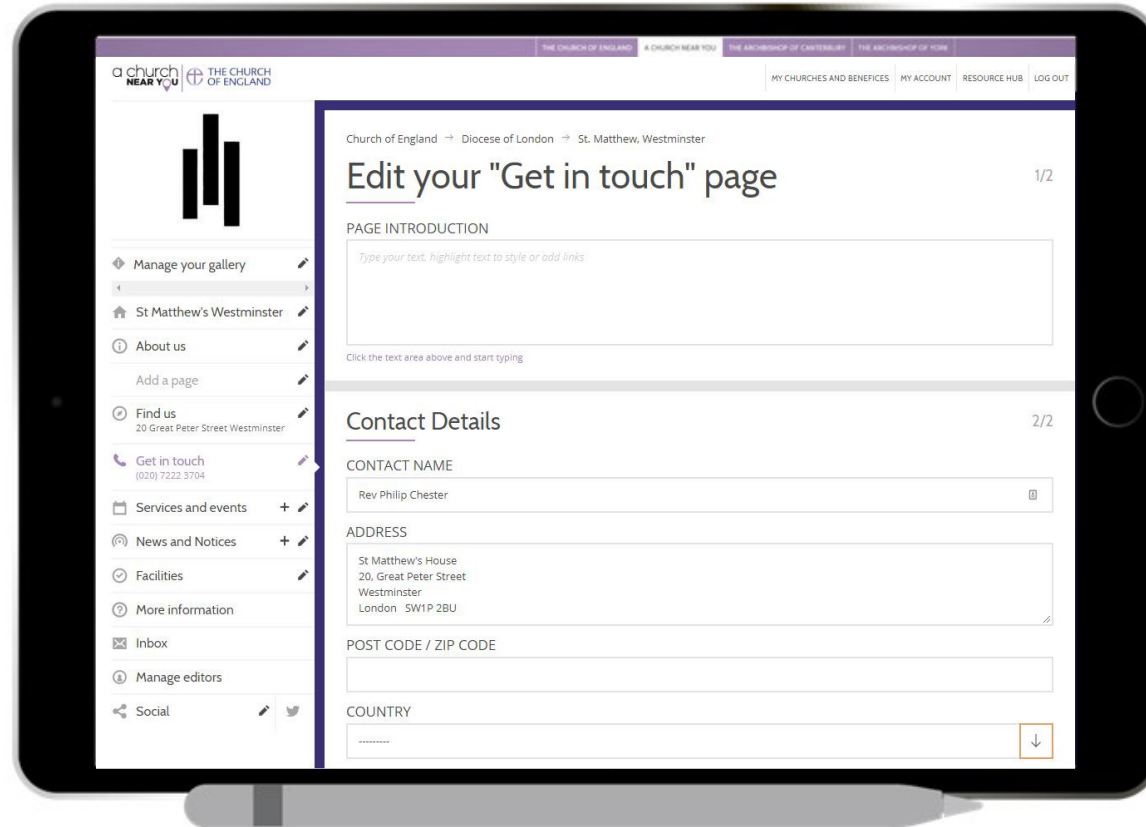
Become an editor
of your church's
A Church Near You page

 Go to your church's page >
Edit this church



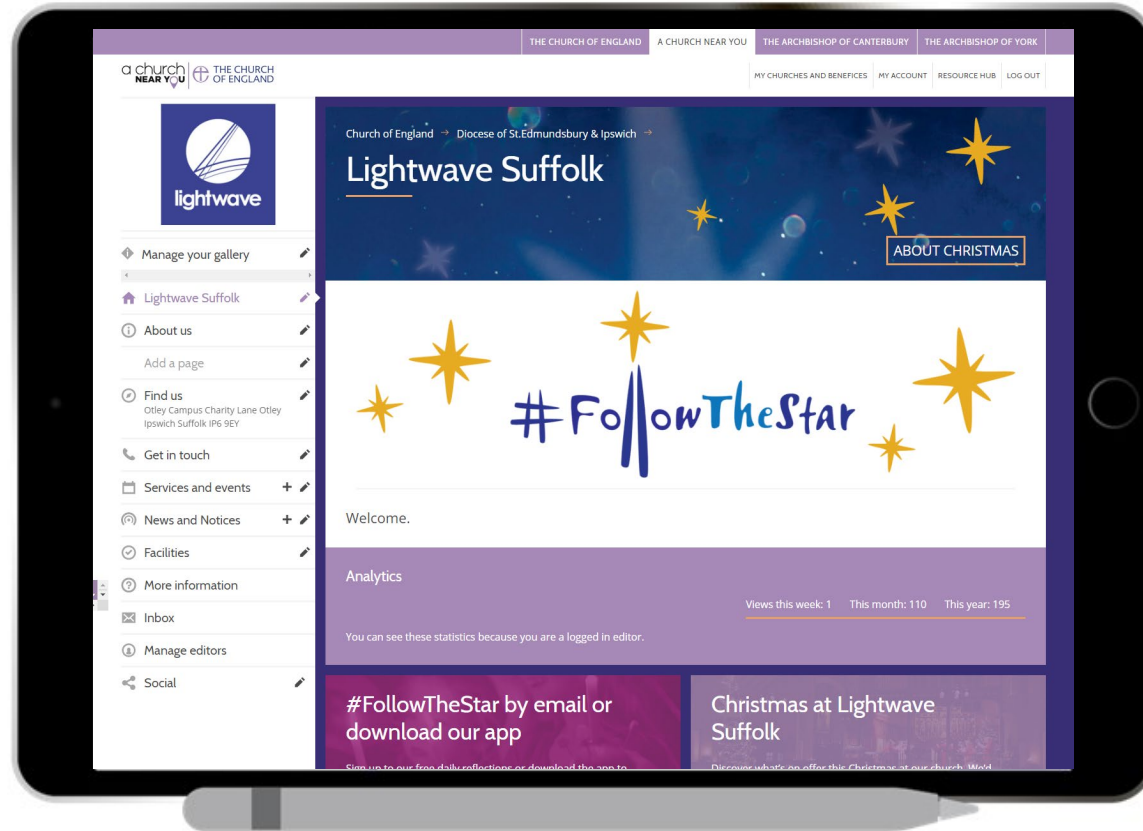
1: Add a logo and cover photo

 Homepage > Logo



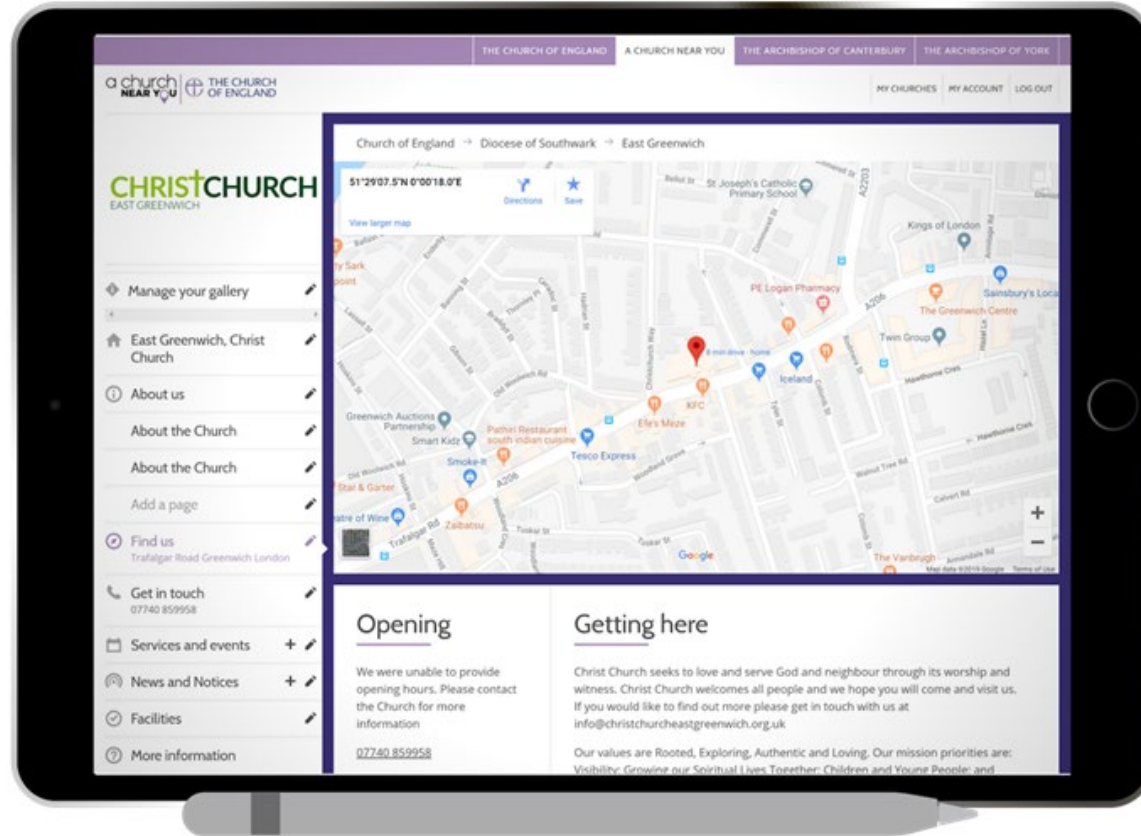
2: Add your welcome message

 Get in touch > Page introduction



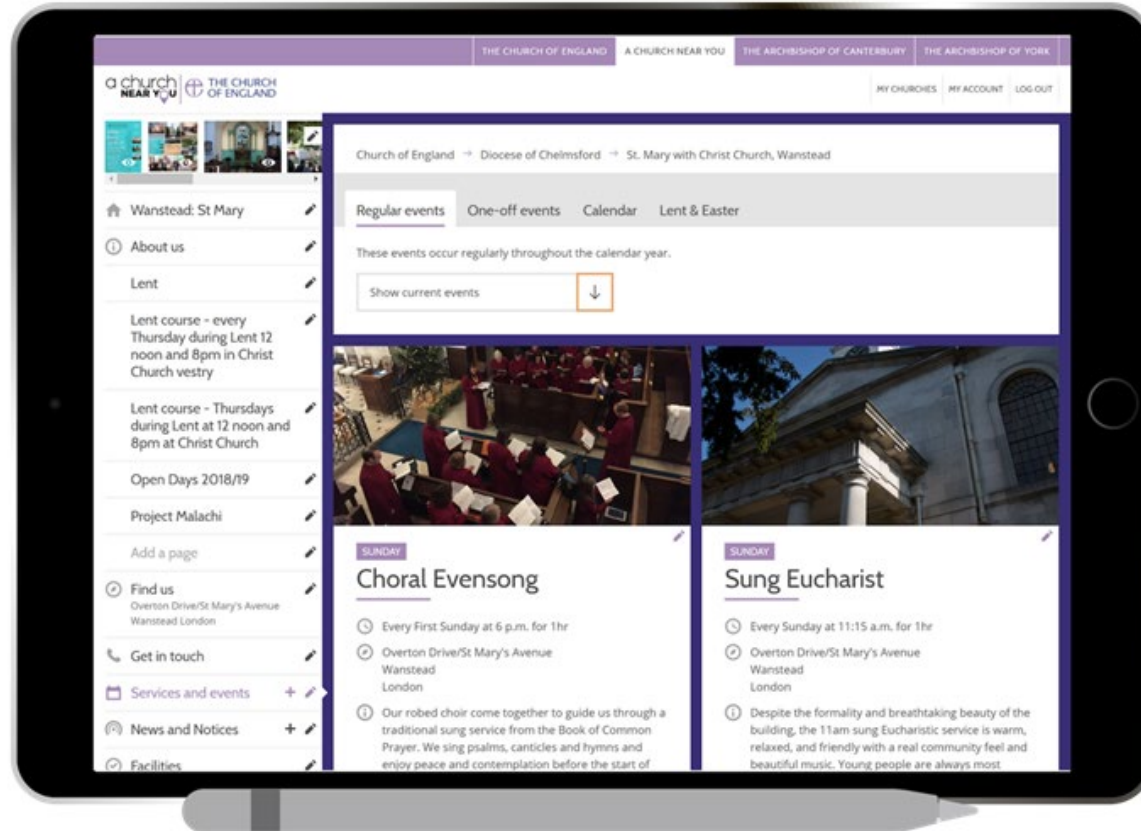
3: Add a page

 Add a page 





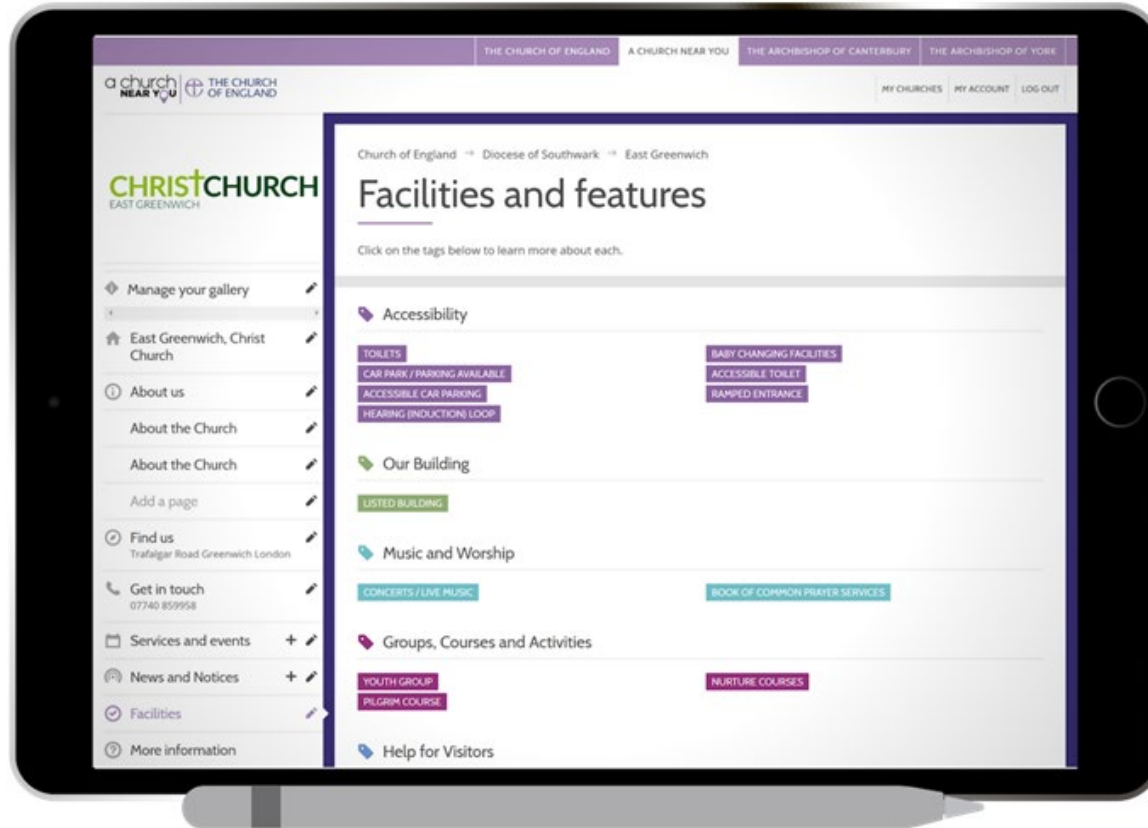
4: Edit find us

 Find us > Getting here



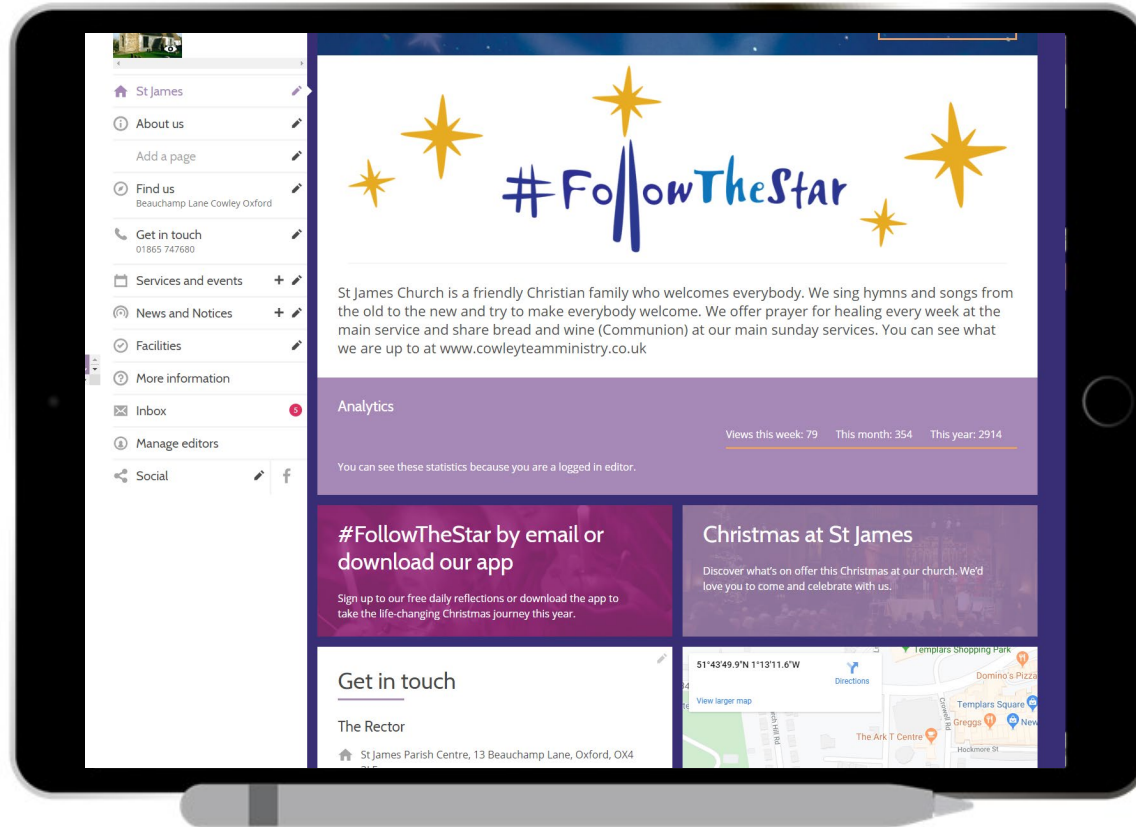
5: Add services and events

 Services and events
Click + to add a new event
Click  to edit an event



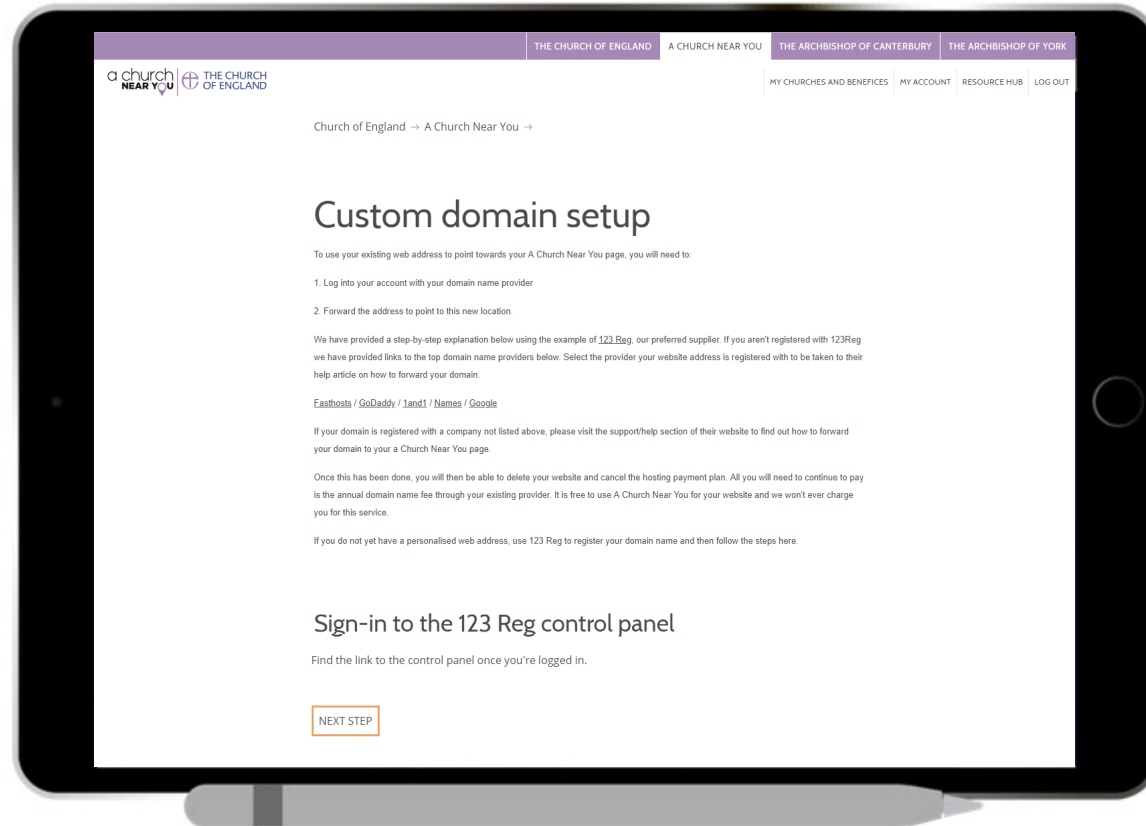
6: Enter facilities & features

 Facilities



7: Check your analytics

 Homepage > this week, month and year

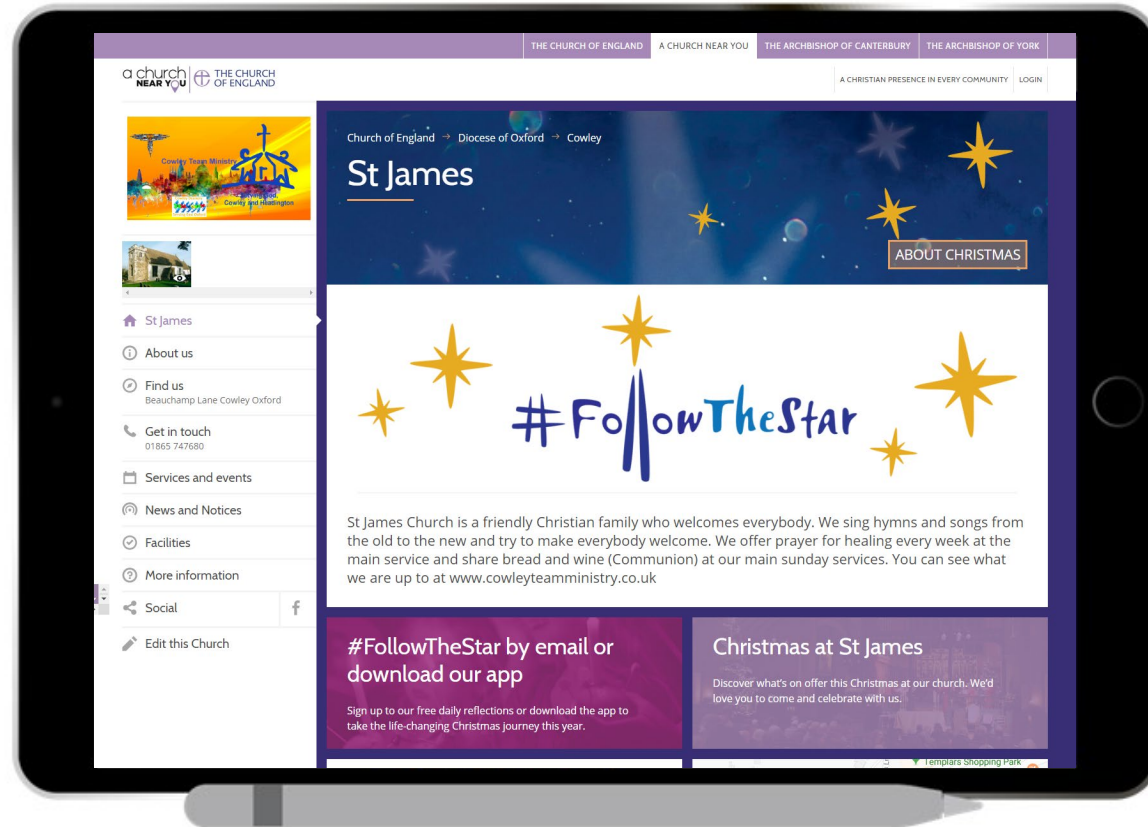


8: Set up your A Church Near You page as your main website by switching your domain



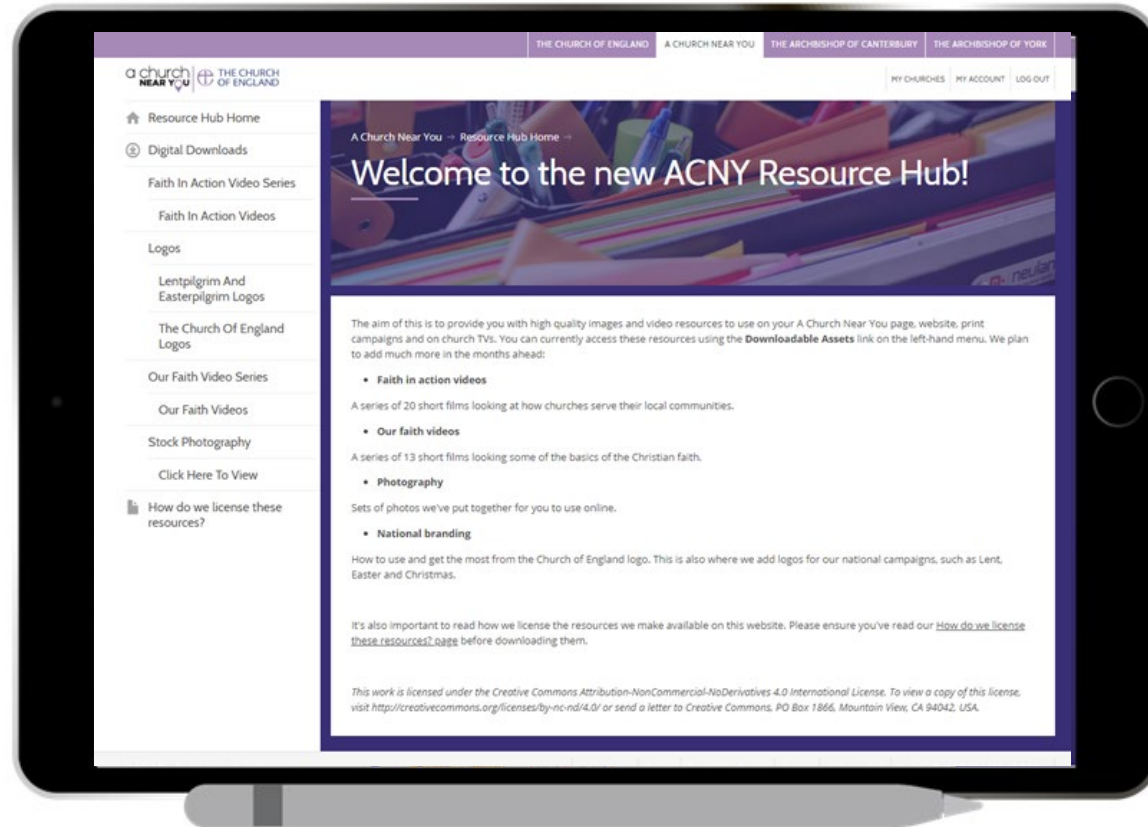
Custom domain set up

www.achurchnearyou.com/custom-domain



What's coming for Christmas?

- ★ Christmas branding features
- ★ Customisable videos
- ★ New resources in the Resource Hub
- ★ Promotion of your services and events by the national team



Add pages



Benefice homepage



Videos



Resource Hub



Editor help centre

Lay

Journeying

Faculty

Mission

Anointing

Fellowship

Episcopal

Incumbent

Do you know what all
these terms mean?

Evangelism

Parochial

Benefice

Lectionary

Diocese

Collect

Season

Synod

Deanery

1. Use “you”, and “we” not “I”
2. Avoid jargon and ‘Christianese’
3. Make it easy to digest with short sentences and paragraphs
4. Use the present tense on your website
5. Paint a picture with your words
6. Have one clear call to action
7. Think about your audience, and write to them!
8. Read it out loud – does it make sense?



Handy Links

Free stock photography website: [Unsplash](#)

Create graphics online: [Canva](#)

Free church resources: [The Resource Hub](#)

A Church Near You: [How to become an editor](#)

A Church Near You: [How to set up your page as your main church website](#)

Follow the Star: [Christmas resources for churches](#)

Suggestions for A Church Near You: [Fill in this form](#)



Tag us in your posts on social media
@churchofengland
#FollowTheStar



We'd love to hear your suggestions
for A Church Near You

Open your phone camera to scan the code or go to
www.airtable.com/shrESPQFNe2kaGQQr

a church
NEAR YOU