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CHRISTIAN CONTENT  
Standing Out In The Crowd

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Be Fearless. Have Influence.

# 1

## Before You Can Be Global, Think Local.

Paul's travels throughout the Mediterranean are well documented.

And perhaps, because we know the whole story, we are too focused on bearing apostolic fruit on the global stage. No doubt we want you to dream of impact! But first. . .

The first thing Paul had to do though was convince those in the nearest proximity to him that he was an authentic and credible resource. And that he had experienced genuine transformational life change and feared and loved Jesus.

Once he showed this to his community, he did the hard work of expanding his network, and preached from community to community full of the fire of the Holy Spirit.

Crowds gathered, miracles transpired and discipleship fostered.

Paul thought locally, before he thought globally.



### Hyperlocal Tips

People want the convenience of being close to their services. And this includes their church.

As you endeavor to make an impact in your community, assign somebody on your team to be a Luke and document this on your website.

Love Your Neighbor. As much as possible include your location (city, neighborhood, local school), and prioritize this over your regional/metro location.

If you are in a suburb, that's the location you need to write about first.

# 2

## Showing Up Often

One of the more popular strategies in marketing is a content calendar. And no doubt this is super important for larger organizations or larger teams.

Sometimes it is more important to publish your content than it is to plan your content.

Writing a consistent blog three times a week, even if it is only 200 words of content actually creates a bigger following than a one time a week 600 word blog post.

Your audience wants to hear from you. And it doesn't have to be super formal, or sermon quality.

Tell them your mood. Tell them a challenge and how God is helping you to overcome it. Even just a paragraph to praise God is going to make an impact.



### Distribution

Content can only shine if it is being distributed.

One easy strategy for content distribution is cross-posting, and cross-promotion.

Have a great video asset? Start with uploading it to either Facebook or YouTube. Then cross-share to your website, and all of your social media.

Is your content written? Great! Your blog can be shared out just like your video was (minus YouTube).

# 3

## This Isn't About You

It can take time for your website to gain trust. And one of the more important factors that Google considers in determining the value of your website is how useful the content is to the audiences. When page content is lacking, the audience will leave your website quickly, and likely without visiting any other pages, this is called a “bounce.” A high bounce rate will penalize your rankings.

We recommend at least 500 words (and no more than 1200 words) of content per page. If you are working to get people to a specific geographic location make sure that you have your city in your content, and if the city is especially large add your neighborhood information as well.



### Use External Voice

We all have an internal voice and an external voice.

Your internal voice serves your own needs. It describes you or your organization to your employees. For example a church might talk about new converts, or "tithers"/givers. This represents your internal voice.

Write with an external voice.

Serve their needs, not yours.

# Takeaways

## Be Fearless. Have Influence.

SEO takes time. And the three factors you just learned about aren't a comprehensive list of all of the elements that go into determining your website's rank on the search engine results page.

If you're unsure of how you rank, or want to rank higher, we'd love to hear from you:



### Christian SEO

Christian SEO requires an authentic love of Jesus and a heart for the things that are dearest to Him.

It is always our intention to provide you with great tools so your ministry, business or non-profit can spread God's love and His Kingdom can grow!

"Work willingly at whatever you do, as though you were working for the Lord rather than for people."  
Colossians 3:23 (NLT)