

Easter is one of the 'movable' observations of the Church - it is the "first Sunday after the full moon following the spring equinox". As one of the most-attended Sundays of the church year, Easter presents an opportunity for your church and your online channels to reach a lot of people. Easter is also the 'E' of 'CEO Christians'.

You will probably have no problem filling your church on Easter Sunday, and you're probably adding more services. People will have no problem finding a church service near them. That is, if they want to.

Is this really true? What are the attendance trends for your church on Easter? While they may be the most attended services each year, what is the Easter attendance trend over the past few years?

To make the most of your church website for Easter, here are some things to consider:

- Are your service times on your website correct for Easter? Not just for Sunday, but for the entire week leading up to Easter?
- Are your hours on your local listings (Google My Business, Bing, Yelp! Facebook) correct?
- Do you have a separate page on your website for Easter, not just a transient mention of Easter services?

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