

# Plan your Easter Service with Amplify



## Website

- ☐ **Create a Designated Visitor Landing Page**
  - Include *Need to Know* info: logistical information that is absolutely necessary for someone to attend
  - Include *Want to Know* info: weekly offerings and opportunities for persons and families
  - Include *Nice to Know* info: snapshots of front facing leadership and/or a spiel on your commitments and values
- ☐ **Optimize Website Search Engine Performance (SEO)**
  - Use relevant keywords for your church
  - Ensure the website is mobile-friendly
  - Fix any broken links

Pro-Tip: Check out our downloadable guide to Search Engine Optimization [HERE](#).

- ☐ **Enhance your Homepage**
  - Check out [THIS INTERVIEW](#) with one of our very own Web Strategy Consultants on how you can create an Engaging Website Homepage for the holiday season.

## Mobile App

- ☐ Use Notifications for reminders and updates with [Push Notification](#)
- ☐ [Stream](#) your services and events to keep members connected with your Ministry
- ☐ [Create Flex Content](#) pages to keep members updated on holiday events, Children's activities and forms for sign-ups like volunteering and events

Ministry Brands®

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## Streaming

- ☐ [Schedule](#) Your Service Live Stream in Advance

## People

- ☐ Set Up Children's Check In
  - You can set this up for [in-person check in](#) kiosks or you can enable check in on your [mobile app](#) for a simple and secure experience for parents.
  - Configure your check in [label printers](#).

## Service Planning

- ☐ Organize Your Staff and Volunteers
  - Set up [Teams](#) in your Service Planning module.
  - Assign [Roles and Skills](#) to your staff and volunteers.
- ☐ Create a Service Flow
  - Create detailed [service outlines](#) allowing you to plan a smooth service by adding all the elements to make your service come together.