



3 Funeral Home Website & Obituary Traffic Strategies - Swipe Copy

Here are the exact templates that I have used with many clients to increase their traffic to their websites exponentially.

1. After Arrangement Email - Send Immediately to family once obit is approved

Subject: Obituary for [First Name] [Last Name]

Dear [Family Member],

I have uploaded your [Dad's] obituary notice to our website at
<http://www.YourFuneralChapel.com/john-doe>

Feel free to forward this link to friends and family as we have found that it is an easy way to let a lot of people know about services times - especially on such short notice. Let me know if you need help with anything else.

Sincerely,
[Funeral Director]

2. Email to Church & Groups - Send Immediately after email is sent to family

Subject: Obituary for [First Name] [Last Name]

Dear [Church / Group Name],

We are sorry to advise you that your member, [Deceased's Name] has passed away (or died) and his / her family has asked us to let you and your membership know of [Mr / Mrs Last Name]'s upcoming funeral service.

The complete obituary and service details can be found on our website at:
<http://www.YourFuneralChapel.com/john-doe>

Feel free to forward this email and link to your membership as we have found that it is an easy way to let a lot of people know about services times - especially on such short notice. Let me know if you have questions or need help with anything else.

Sincerely,
[Funeral Director]

3. Show Families how to add Obit to Facebook Page - Print the following on letterhead and explain and give to family in arrangement conference.

There are 5 simple steps to add an Obituary Link to Facebook:

1. Go to the page where the obituary is for your loved one or friend
2. Copy the web page URL (address) from the Address Bar in the top of the Browser
 - o Select the address and then Copy it "Ctrl + C"
 - o This is an example of what the Address looks like:
<http://www.mccallbros.com/wm-dwight-egan-of-portland/>
3. Log into Facebook and press the "Link" beside "Share" at the top - middle
4. Paste the link into the bar, press "Attach"
5. Select the appropriate picture, add a comment (optional), and click "Share"