

Seven Proven Ways to Drive Vocations to Your Website

By Kevin Banet, president and CEO, TreeFrogClick, Inc.

Do people know about your charism?

Your religious community needs to reach friends, benefactors, and potential vocations. Printed newspaper ads are being abandoned in droves in favor of various search engine optimizing and online methods of bringing others to your website, and keeping in touch with them.

Print ads are being abandoned in favor of the internet.

There are many ways to attract website visits — incoming links, blogs, videos, and newsletters, to name a few. The first step is to optimize your website for the search engines. This means, first of all, making sure your website pages, links and features are easily “crawlable” by the search engine robots. Secondly, you must update your website on a regular basis with relevant material.

Search engines need to see your website as an authority in your field, and when that comes to Catholic vocations, that means updating your website regularly. This means that the keywords that people type into the search engines, such as “Catholic sisters” need to be included on your pages. And quality incoming links add to your search ranking.

Counseling Center Example

A Chicago-area counseling center and client of TreeFrogClick saw an increase of more than 70% in daily website visits in a nine-month period after the **TFC SearchRank** program was begun in November 2007. The website pages were first optimized for search engines, and page content was changed occasionally. Then, in June 2008, the website was updated three



A Chicago-area counseling center’s website campaign, managed by the TFC SearchRank Program

times per month with customized news stories. By February 2009, the results were so good that the center dropped its Yellow Book online advertising, saving much money.

Papal recommendation

In his 2002 apostolic letter on the internet, Pope John Paul II said, “We must enter into this modern and ever more replete communications network with realism and confidence....” And now Pope Benedict has a channel on the popular online video website YouTube. It’s time for religious communities to come up to speed and, in the words of Vatican Council II, “make use of the modern means of communication.”

The Seven Best Ways to Find Vocations through the Internet!

1. Lots of Material on Your Website

Put up new, relevant material. Devote a different page to each topic. This is most easily done with a blog that is part of your website.

2. Press Releases

Submit to press release websites. Some are free, such as Catholic PR Wire or PR Log; others charge a fee.

3. Online Articles

Ezine, GoArticles, ArticleDashboard. Usually free submissions.

4. Incoming Links

Get links from other relevant websites. Also listings on Open Directory Project, Wikipedia.

5. Enewsletter

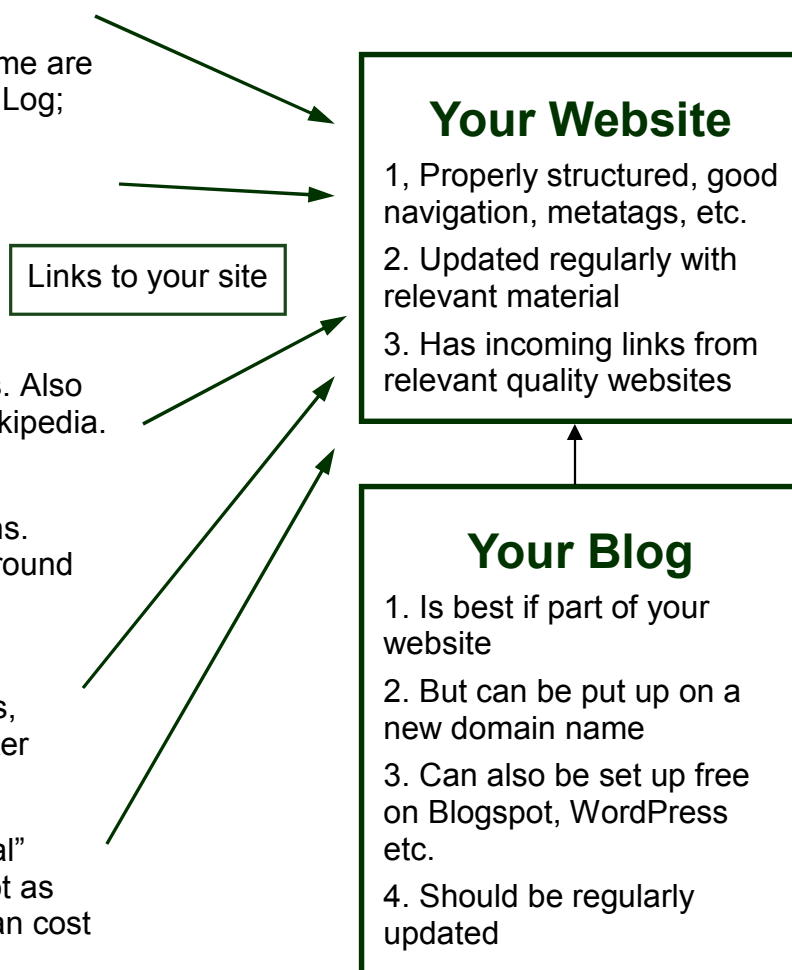
Sent to your clients, interested persons. iContact and ConstantContact start around \$10-\$15/mo.

6. Social Media

Facebook, MySpace, YouTube videos, Yahoo Answers, Yahoo Groups, Twitter

7. Pay Per Click

Gets results more quickly than "natural" search results. However, generally not as effective as natural search listings. Can cost about 50 cents per click and above.



Keep watch: Pay attention to the changing demands of the internet. What works today may be passed over by newer methods tomorrow.

TreeFrogClick can work with you on a project-by-project basis, choosing from among these methods. Better yet, let us design a customized ongoing program, called **TFC SearchRank**, in which we use the most effective means for your market, track results, and adapt our strategy regularly.

TreeFrogClick.com – Search Engine Optimization and Website Promotion

SpunkyBiz.com – Hot Tips on Promoting Your Website

VocationPromotion.com – Best Ways to Promote Religious Vocations Online

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