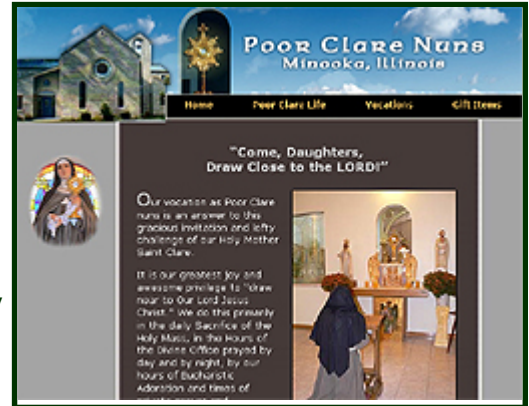


# Three Mistakes Religious Communities Make With Their Websites

## Mistake #1: Their website doesn't look good.

Bumbled together years ago, their website looks as if it was thrown together in a hurry. Or they don't have one at all. Don't you want your website to look appealing? Think of the great cathedrals of old — their beauty inspired thoughts of heaven. Shouldn't your website do this, if only in a small way?



## Mistake #2: They don't update their website regularly

Keep that retreat schedule from 1999 right up there. Don't change any pictures or articles, or add any new pages. Your friends won't keep coming back, and the search engines will forget about you, since they rank updated websites higher.

## Mistake #3: They don't use the services of a webmaster

They struggle over the difficulty of changing the site themselves, or in finding a friend who can do it in his spare time. The result is a lot of frustration, and a poorly made site. They don't find a knowledgeable web designer — one who has built websites for religious communities and can offer many web-related services.

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## Solution #1: Plan a great-looking website

Look at good religious websites. Gather some appealing pictures of your community. Figure out what pages to have on your site, and how your information should be organized. Find a color scheme that you would like. Prepare text, starting from your constitutions.

## Solution #2: Update your website

People like news. Those who have an interest in your community want to learn new things about you. But they have to see new material. Change stories on a regular basis. Add articles to inform others of your charism or the dates of your next vocation retreat or other event. Send out an newsletter with the use of one of the inexpensive newsletter services on the internet.

### Solution #3: Hire an outside expert to build your website, and have a community member learn how to update the site.

Find an expert who knows both about Catholic religious communities and website construction. Have this person design your website with a content management system, in which changes can be made from any computer.

Have this expert teach a member of your community how to update your site. Have your community member learn how to take pictures and transfer them to your computer. This person does not have to be a programmer. Keep up with your web designer for ways to get outside links to your site, how to promote your community with online press releases, and how to use social networks.

*“I dare to summon the whole Church bravely to cross this new threshold, to put out into the deep of the Net.”*

— Pope John Paul II, “[Internet: A New Forum for Proclaiming the Gospel](#),” May 12, 2002

*“If vocation ministers are to affect the youth culture today, they must be Internet savvy.”*

— Rev. John Regan, former Joliet, IL vocations director, “[The Internet and Vocation Awareness](#),” Third Continental Congress on Vocations

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TreeFrogClick, Inc., owned by Kevin Banet, can build or update your website for a reasonable fee. Kevin has built websites and pages for many Catholic communities. He will guide you through the construction of an attractive and useful website for your community.

For samples of our work and more information, please go to the below website.

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*Promoting Vocations Through the Internet*