

Are You Ready to Take the

45-DAY WEBSITE CHALLENGE?



CHRISTIAN
BROTHERS
SERVICES

Is your website losing traction? Are you losing your audience or momentum? You don't have to Press Your Luck, Make a Deal, or Answer the \$64,000 Question – all you have to do is take the 45-Day Website Challenge. If you take this challenge, you can discover the key items that will help put your website back on top. With a set schedule and plenty of ease, you can learn how to optimize your website to attract new audiences and re-capture your existing audiences.

The 45-Day Website Challenge is divided into four categories: Analyze, Optimize, Advertise, and Re-Energize. Follow the list on the right to see how success is just a few steps away with the Christian Brothers Services 45-Day Website Challenge.

*If you feel you can't dedicate
45 days to your website,
follow the eight steps in red
to give your website a boost.*

Analyze (*Measure Results in 7 Days*)

Day 1: Check website load speed of all pages at loads.in. Check for broken links at validator.w3.org/checklink. Check spelling at respelt.com.

Day 2: Check your website's popularity at google.com. Check your search engine ranking at alexa.com. Install the Alexa toolbar.

Day 3: Make a list of your website keywords and phrases. Visit each page and write down page information or title of content.

Day 4: Define your target audience. Is it members, customers, those interested in vocations, potential customers?

Day 5: Analyze your website traffic reports. Top referring websites? Most visited pages? Most active pages?

Day 6: Test your website in all browsers including mobile devices at browserlab.adobe.com.

Day 7: Rest. Review your results from the previous six days.

Optimize (*Search Engine Optimization in 7 Days*)

Day 8: Fix load speed issues. Fix broken links. Fix spelling errors.

Day 9: Remove frames. Search engines don't like them.

Day 10: Convert any website image/graphic that contain text as part of the image to an image with text underneath, or as text over the graphic but not part of the graphic. This strategy will increase Google awareness.

Day 11: Use Google Keyword tool to add keywords to your site. <https://adwords.google.com/select/KeywordToolExternal>.

Day 12: Add Google analytics code to every page. Sign up at google.com/analytics.

Day 13: Remove redundant keywords on multiple pages.

Day 14: Remove irrelevant links on all pages. Do not take visitors away from your site unless there is good reason to.

Day 15: Optimize images. 72 dpi – Sized appropriately. Add alt tags to all images on your website. This will also help search engines rank your content.

Day 16: Ask your associates, friends, affiliates to add a link to your website on their website and Facebook. Be persistent. Ask again in case they missed your email.

Day 17: Put your full address and phone number on each page of your site, along with your Facebook and Twitter addresses and links to your blogs, Flickr account, etc. Search engines will not penalize you for this and it will help.

Day 18: Rest. Analyze and measure your results.

Advertise (*Promote in 15 Days*)

Day 19: Create a QR Code. Put them on business cards, flyers, t-shirts, etc. <http://qrcode.kaywa.com>.

Day 20: Submit your site to search engines such as google.com/addurl.

Day 21: Get listed in Google places. Go to Google and make sure that your organization is listed in Google places, if not, list it.

Day 22: Get listed on Yelp! and other local directories for maximum exposure and high search results.

Day 23: Update your company information on Google, Yahoo! and Live's local search tool. Consistency is key here.

Day 24: Sign up for an email marketing program at ConstantContact.com or MailChimp.com. Add a sign-up form with only an email address on your home page and add email addresses you might have collected over the years.

Day 25: Write a press release/news article. Did you hire someone new? Create a new product? Complete a new project? Win a prize? Have visitors come in? Brag about it on your website's home page, tweet it and send an email to your subscribers.

Day 26: Start up a Facebook page at facebook.com/pages/create.php. Add the "Like" button to your website.

Day 27: Sign up for a YouTube account at youtube.com. Add videos you have already created. Create new videos using images or a small camera phone. You can use youtube.com/create to create any videos.

Day 28: Sign up for a Twitter account at Twitter.com. Set up your bio, your website link, follow others. Re-tweet those tweets that have over 1,000 followers.

Day 29: Sign up for social news sites such as Squidoo.com, Digg.com, StumbleUpon.com, or Reddit.com. Post your press release/news article and have your friends vote on them and watch them rise to the top. Use your email marketing program to inform your audience.

Day 30: Set up a Blogger, Tumbler, and Posterous blog accounts. Post your press release/news article.

Day 31: Comment on other blogs with a link back to your site.

Day 32: Set up a Ping.fm account. Ping.fm is a simple and free service that makes updating your social networks a snap!

Day 33: Rest. Analyze and measure your results.

Re-Energize (New Life in 12 Days)

Day 34: Re-organize your website to follow the F shape heat patterns, with the most important information across the top and down the left side. useit.com/alertbox/reading_pattern.html

Day 35: Rewrite your content to include your keywords you worked on earlier.

Day 36: Revise your site color palette to match your organization's look and feel.

Day 37: Re-organize your website into 6-8 major sections.

Day 38: Make your website ADA compliant. Section 508 of the Americans with Disabilities Act defines ground rules to assure your website is accessible to disabled users.

Day 39: Create a footer with links to important pages on the bottom of your site.

Day 40: Add testimonials to your site.

Day 41: Create a "link to us" section at the bottom of your articles encouraging others to link to the page. Here's some code to help you. `Title`

Day 42: Add Twitter to your website at <https://dev.twitter.com>.

Day 43: Add Facebook Social Plug-Ins to your website at <http://developers.facebook.com/docs>.

Day 44: Create a Mobile Ready Website.

Day 45: Rest. Analyze and measure your results.

By following the 45-Day Website Challenge, you can make sure that every element of your website serves a specific purpose and is content-driven. By re-vamping your website, you can re-captivate your audience. ☀

For more information on the Christian Brothers Services 45-Day Website Challenge, or for assistance with setting up a website for your organization, please call Brian Page at 800.807.0100 x3092 or visit cbprograms.com.

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Website Design
and Development
for Catholic Organizations

Call today to get started!

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*View our website portfolio at **cbprograms.com***



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