# **"Effective Website for Catholic Radio" 5-4-3-2-1**

# **5 Points to the Best web site:**

# Logo & Monger Branding

# Clean and Easy to Navigate | Desktop & Mobile

# Updated Schedule & Host/Staff Photos

# Display social media icons and emphasize the importance of cross-promotion

# The more Interactive the better!

# **4 Key Objectives:**

# Engaging with the audience.

# Providing information about shows, DJs, and schedules.

# Promoting events and contests.

# Streaming live radio.

**3 Reasons they Stay**

# *Should I Stay of Should I Go*1. It takes [**about 50 milliseconds**](http://www.tandfonline.com/doi/abs/10.1080/01449290500330448) for users to form an opinion about your website that determines whether they like your site or not, whether they will stay or leave.

2. [**38%**](https://blog.hubspot.com/marketing/compelling-stats-website-design-optimization-list) of people will stop engaging with a website if the content or layout are unattractive.

### 3. [**2.6 seconds**](https://conversionxl.com/blog/first-impressions-matter-the-importance-of-great-visual-design/) for a user’s eyes to land on the area of a website that most influences their first impression.

Not all websites that look good initially are good at getting the job done and converting users into leads and customers. In fact, if a website slips up at any point, users have made it clear that they won’t tolerate it.

Of course, dropdown menus with oodles of nested content aren’t the only layout and navigation flaw in the book. There are thousands—and the only real way to find them on your website is to understand how users interact with it.

Remember, even books with great covers can get put down halfway through.

**Make sure your website is well designed and well structured from start to finish.

2 Reasons for Content**1. Blogs, Vlogs, & Podcast oh MY!
2. Keep content up to date
 **1 Main Goal! BE Interactive!**Interaction and Feedback Sections give your listener’s power. Comment sections, polls, and surveys help
Engage with them in those interactions
 **Radio Biz**Monetization Opportunities allows you to spotlight those supporting your station. Also, it’s how businesses can do so for the first time.

**What NOW?**

# If it’s been 2 or more years to update your site, now’s the time to do it

# -If you can’t overhaul then take inventory of your site on the things we discussed-Fix what’s broken**Remember: The Web site is your on ramp for new listeners and a redirect for ALL the things you mention & don’t mention on the air.**

# **Ace Picks The Hits: Examples of Site in Good Shape**

-The Rock
-Guadalupe Radio Network
-The Quest