

**Title: Finding Your Voice and Rising Above the Noise**

**Subtitle: Web Strategies**

**Second Subtitle: #0 Check the pulse of your website - is it alive?**

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Summary: People are bombarded with information - radio, television, magazine messages, email and social media updates. Despite all the noise, people information. How do you get heard above the noise? Contribute to the no guarantee quality.

The biggest factor in getting heard is actually saying something on a regular but something of value - timely and relevant. I will bet you have something with people, but you haven't used your website to share it. Or, by the time timeliness or relevance was lost.

*'We are what we repeatedly do. Excellence, therefore, is not an act, but*

Some time ago, I conducted a survey of church websites and recorded a number of observations some were technical, but most related to the content and practices being Of the 36 sites included,

- 13 posted content that didn't mention any dates
- 5 had posted in the current week
- 8 had posted within the previous 2 - 4 weeks
- 5 had posted something in the past 1 - 3 months
- 2 had posted 3 - 6 months prior to the survey
- 1 had posted between 6 and 12 months prior
- 3 had not posted anything in over a year.

As an organization with events and news happening on a daily basis, keeping website up-to-date with fresh content shouldn't be too difficult. Or, is it? appears quite difficult!

Establishing a new routine and creating a new habit usually means breaking involve a change in the way you think. The process needs to be an extension new way of doing something familiar, instead of a completely foreign act it down - start by examining your current routine

- Who is involved in creating, gathering, editing and producing the piece
- What are you publishing and updating?
- When are you publishing and updating?
- Where do you distribute your publications?
- Why do you duplicate effort to create any single piece?
- How many versions does a piece go through before the final publication

of the document are in various email inboxes?

**Next look at the content** currently publishing.

How many times have you repeated yourself? Does a notice about an event appear in your newsletter and on your calendar? How often does the same content appear in the same format (multiple inserts in the weekly announcements, for example)?

Does the content have a limited shelf life?

What is the appeal of the content? Is it of interest to more than 80% of your audience? 80%? 20%?

How much content will have lasting value and can be used as a reference in the future?

**Find your rhythm** Life has rhythm - you wake up, get ready, commute to work, more work, commute home, dinner, entertainment, sleep. Your community has rhythm. In fact, without rhythm, a community will slowly dissolve. Strengthen your community's rhythm, by echoing its pulse.

*'What you do speaks so loudly that I cannot hear what you say.'* - Ralph Waldo Emerson

With many sources of information, you need to decide and communicate with your audience which source - the "owner of record". That way, when things change, as they are bound to, you know which source to concentrate on. When you tally the cost to produce, the cost to maintain, and the cost to distribute, your website is the most logical and economical means to communicate. It is also the most accessible form you can produce and it can be the source of your community's rhythm, too.

**Why is your website the last thing to get updated?**

What message can people carry with them through the week? What did they miss at church services? What words of encouragement, challenges or prayers?

Focus all your other publications on your website by making it the hub of your community and community. When you establish the habit of regular updates and guidance, your community will follow.

Place for Updates, they establish their own habits. You give them the message and they take it to go. They will share. And, people will notice when the site is down - that's a good thing.

Here's a challenge for you - spend the next 40 days looking at your publications and your website offline. Check your pulse. Think about how those habits might need to change.

What new habits have you added? Which old ones have you dropped? Let us know in the comments below.

Blessings!