

Celebrants Online July 2011 Update

Dear Celebrant

News & stats from Celebrants Online - www.celebrantsonline.com.au - for the month of July 2011

1. Thank you to those celebrants who advised the ceremonies they DON'T conduct. Your details have been updated on the website to reflect your advice. This means that the filter system will work more effectively for potential clients. If you're not sure what I'm talking about, the snippet from last month's update is repeated below ...

"Celebrants Online includes a filter function on the various directory pages. Visitors can search for male/female Celebrants and can filter by organisation affiliation. Visitors can also filter by a selection of ceremony types. Your feedback is now needed to further improve this facility. Here's how Look at the list of ceremony types below. If there are any you specifically DO NOT offer to clients please advise me in a reply email so I can update your record."

Ceremony types:

- Wedding
- Renewal of Vows
- Funeral
- Naming
- Commitment
- Rites of Passage
- Pet Farewells
- Special Occasions

2. From 1st to 31st July - 82 celebrants received 107 direct enquiries via the website from the celebrant-seeking public. The majority of enquiries were for weddings, but namings and commitment ceremonies also featured. The majority of enquirers contacted just one or two celebrants.

4. In the five months that the new-look website has been operating, 241 celebrants have received enquiries from the celebrant-seeking public. I hope that those celebrants have all had some success in converting their enquiries into ceremony jobs.

5. Next month I aim to provide a bit more of a statistical insight into the enquiries that have come in over the first 6 months of the new-look website.

Kind regards

Penelope

Penelope Maddick

Celebrants Online ~ promoting Celebrants ... online

www.celebrantsonline.com.au

AND

www.findamarriagecelebrant.com