

Dear Celebrant

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

1. It's been 6 months since the new-look Celebrants Online was launched. One feature of the new-look site is that I'm able to track enquiries that are sent to Celebrants. This feature was not available in the original website - previously it was only ever possible to extract statistics about the number of times a celebrant page had been viewed. This ability to keep track of enquiries is a bonus. Attached to this email is a pdf document that has a bit of a statistical breakdown of enquiries sent to Celebrants over the past 6 months.

2. Along with the graphs, etc. in the attached pdf, a couple of other interesting bits about enquiries sent to celebrants in the past 6 months ...

- 88 enquiries were sent to Celebrants with basic listings
- 533 enquiries were sent to Celebrants with a hosted package
- the 621 enquiries sent in the Mar-Aug 6 month period came from 391 different enquirers
- that means that, statistically, each potential client sent out just 1.6 enquiries
- in reality, 290 people sent an enquiry to just one celebrant, 58 people sent their enquiry to 2 celebrants, 18 people sent their enquiry to 3 celebrants, 12 people sent their enquiry to 4 celebrants and 13 people sent their enquiry to more than 4 celebrants.

This means that, if you received an enquiry via the website, and you were available on the requested date, you were in with a very good chance of converting that enquiry to a job.

3. For the month of August alone - 39 celebrants received 85 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. Unfortunately, there was a period of a few days in August when the personalised contact forms weren't working. This was rectified as soon as it was brought to my attention. Thank you to the celebrant who advised me of the problem.

5. A reminder - if / when you change email address please advise me asap of your new one so your contact form details can be updated

Kind regards

Penelope

Penelope Maddick
Celebrants Online ~ promoting Celebrants ... online
www.celebrantsonline.com.au
AND
www.findamarriagecelebrant.com