Website Analytical Report
https://www.carmelites.net

Conducted by
Gregory Houck

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Dr. David Kamerer, Ph.D., instructor

Loyola University Chicago
School of Communication

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ABSTRACT

The website, www.carmelites.net, of the North American (Chicago) Province of Carmelites provides information about various Carmelite topics such as spirituality, history, lifestyle and news in order to promote the mission of the Carmelites and to promote vocations to the Order. Although it is still performing well to a number of metrics, there has been a sizable drop in the number of users of the site and their engagement over the last three years. This report offers an analysis of the website using Google Analytics and other analytical tools, and concludes with a list of observations and a list of recommendations to rehabilitate the site.

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PART ONE: INTRODUCTION

From those first hermits and pilgrims who organized into a community on Mount Carmel in Palestine, then expanding into Europe, now worldwide, and throughout its 800-year history, the Carmelite Order has been known for prayer and spirituality. All of its best-known saints were canonized for their spiritual witness. This is the Carmelite 'brand.'

The first Carmelites arrived in the United States in 1864 and the Order quickly grew to around 500 members (currently there 200 members). In the United States the mission was initially shaped by the needs of an immigrant population so concentrated mostly on parish work and high school work. The original spiritual mission, though, underlies it all.

Mission Statement

The Mission Statement of the North American Chicago Province of Carmelites reads: "The Carmelites of the Province of the Most Pure Heart of Mary, in allegiance to Jesus Christ, inspired by Elijah and Mary, and informed by the Carmelite Rule, live in a prophetic and contemplative stance of prayer, common life, and service." (Vision 2020).

The Website: www.carmelites.net

The initial impulse in beginning the North American Chicago Province's website in 2002 was to create an online supplement to the Province's vocation and recruitment efforts. In 2008 the strategy for the website was modified to function mainly as an information source for Carmelite spirituality with a small section of the website for vocations and recruitment. The website is currently administered by the Carmelite Media Office at the North American Chicago Province's headquarters in Darien, Illinois.
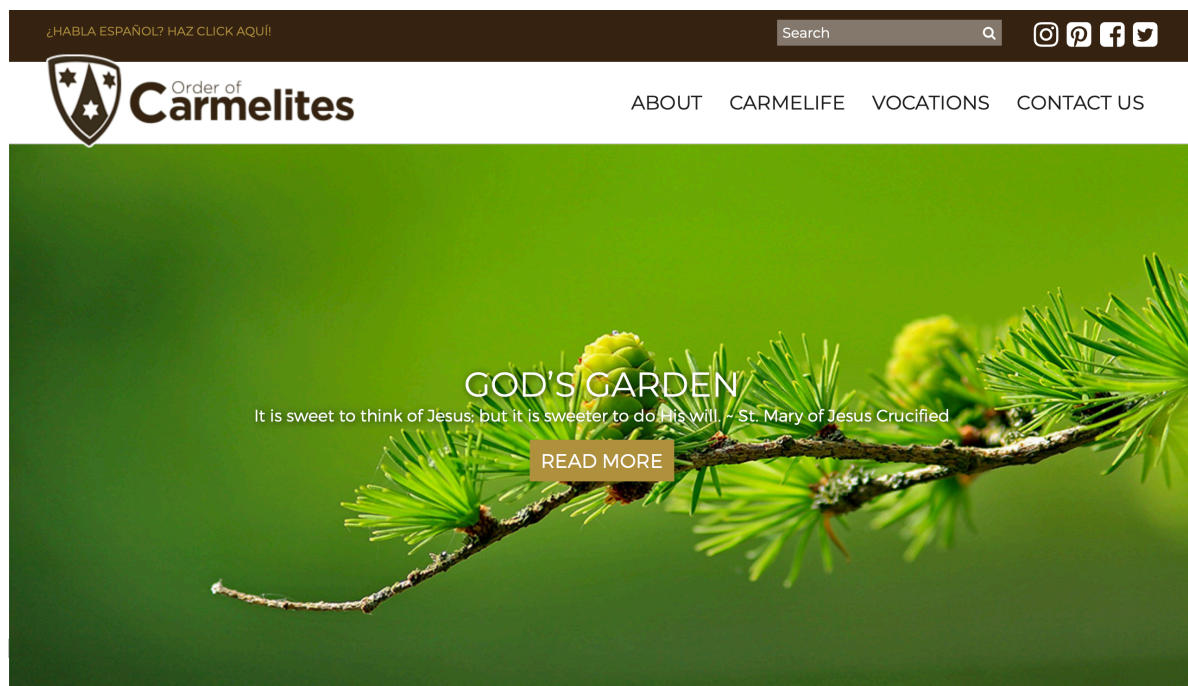

FIGURE 01 – THE HOMEPAGE

PART TWO: WEBSITE OVERVIEW

This walk-around was done on Wednesday, April 22, 2020. My overall impression is that the side has a straightforward design – easy to navigate, content presented in an orderly fashion, not too many layers. The website, though, has some weaknesses.

Using a document entitled "25-point Website Usability Checklist" found on www.drpete.co as the criteria for an overview and evaluation of a website, I find that there are positives and negatives to the Carmelite website. Note: The full checklist as applied to the Carmelite website can be found in **Appendix 1** of this report.

1. Accessibility

The 'accessibility' features of this website are very strong. Among the highlights are:
- The Logo appears on the upper left corner of every page of the site. Clicking on this image on any page brings the user back to the homepage.
- The site's basic navigation consists of four headings – About, Carmelife, Vocations, Contact Us – in a horizontal menu bar at the top of the screen. All content is found as dropdown menus from these four headings. This menu bar appears on every page of the site.
- All pages are clearly laid out and without clutter.
- There is a ¿HABLA ESPAÑOL? HAZ CLICK AQUI! button at the top which brings the user to a Spanish language clone of the site.
- The site has been configured for use with mobile devices, and the appearance and accessibility on mobile devices is as strong.

On the checklist the one accessibility weakness that stands out is that there are no ALT tags on any image throughout the website.

2. Identity

This website fares 'okay' on the points under 'Identity' (see Appendix 1). Among the identity strengths are:
- The website logo is the Carmelite shield, somewhat stylized, with the words, "Order of Carmelites." This appears on every page.
- The 'Contact Us' tab appears on every page.

There are many 'identity' weaknesses, though. Among these are:
- This site is the main website for the North American Chicago Province of Carmelites yet this is never mentioned on the site. Note: the overall Order from its international headquarters in Rome operates a website, www.ocarm.org, which is meant to be for the entire Order. With no mention that this is a regional website there can be some confusion.
- There is no 'tag line' alongside the logo or website identity.
- The Order's mission and vision are not evident. The visitor needs to click on the 'About' tab and then the 'Community' link in the dropdown menu. This is not user-intuitive. There are very many links on the resulting page; the number of which makes the page not user-friendly.

3. Navigation

There are a lot of problems with navigating the website. Here are some of the problems that I found:

- The tab item 'CARMELIFE' is a play on the word 'CARMELITE' and I would expect the content under this tab to deal with the life of the Carmelites. This information, though, is actually found under the next tab, 'VOCATIONS' with the first item of the dropdown menu under the vocations tab entitled 'The Carmelite Life.' Having 'Carmelite Life' appear under 'VOCATIONS' instead of 'CARMELIFE' is confusing.
- The information that appears in the dropdown menu under 'CARMELIFE is instead some of the regularly appearing content of the site.
- Clicking on 'News' in the dropdown menu under 'CARMELIFE' gives only one item of actual news; the rest of the items consist of the regularly appearing content of the site (i.e., not news at all).
- The one item in 'NEWS' gives a date for the event, yet this event does not appear in the 'Calendar' (under Carmelife tab).
- Under 'CONTACT US' there is a graphic featuring a phone handset, yet no telephone number appears on this page or anywhere else on the site.
- On the 'CONTACT US' page appears a 'Directory of Useful Carmelite Links.' Clicking on most of them, but not all, takes the user off the Carmelites.net site. There are a number of undifferentiated links for CarmeliteMedia which is confusing, and one defunct link to a LayCarmelites webpage.

4. Content

Again there are strengths and weaknesses found when evaluating the content of this website. Among the content strengths are:

- Clear styles and colors. The Orders colors are brown and white and these are the consistent colors of the website.
- There is only one font style used throughout the website – Montserrat Light.
- URLs and page titles clearly correspond to the navigation to those pages and the content of those pages.
- The content is never ponderous or what I would consider too lengthy. The only exception is on the 'Community' page (dropdown) under the 'ABOUT' tab.

And among the weaknesses are:

- The homepage opens with a full-page static item called 'God's Garden' containing a short quotation from Saint Mary of Jesus Crucified (see Figure 1). Other than the top menu bar, the only 'above the fold' information is this quotation. When clicking on it, a new page opens again with this graphic and a short explanation of the graphic series of quotations called 'God's Garden.' There is nothing about who Saint Mary of Jesus Crucified is.
- As mentioned above, the 'Community' page (dropdown) under the 'ABOUT' tab has a lot of side tabs, and there is a lot of content under each of those. This page does not look like any other page on the site and may have been imported 'as is' without modifying it to the overall style of the website.

PART THREE: ACQUISITION (USER TRAFFIC SOURCES)

There are quite a variety of ways that visitors to a website first arrive at the site. This is called acquisition. For the vast majority of websites, the largest means that visitors arrive at the site is through organic search (i.e., through the use of search engines). Generally, the second highest means of access is through direct access (i.e., the user typing in the website's URL directly or through a bookmark in the user's browser). The third is generally through social referral (i.e., through a link to the website on a social media posting on Facebook, Twitter, LinkedIn, etc.). The fourth most common is through a referral link on another website. The fifth is when the visitor arrives through a link in an email they received.

For calendar year 2019, Google Analytics provides the following Acquisition data for www.carmelites.net:

Acquisition Channel	123,389 % of Total: 100.00% (123,389)
1. Organic Search	79,874 (63.91%)
2. Direct	31,161 (24.93%)
3. Social	8,739 (6.99%)
4. Referral	3,017 (2.41%)
5. Email	2,178 (1.74%)
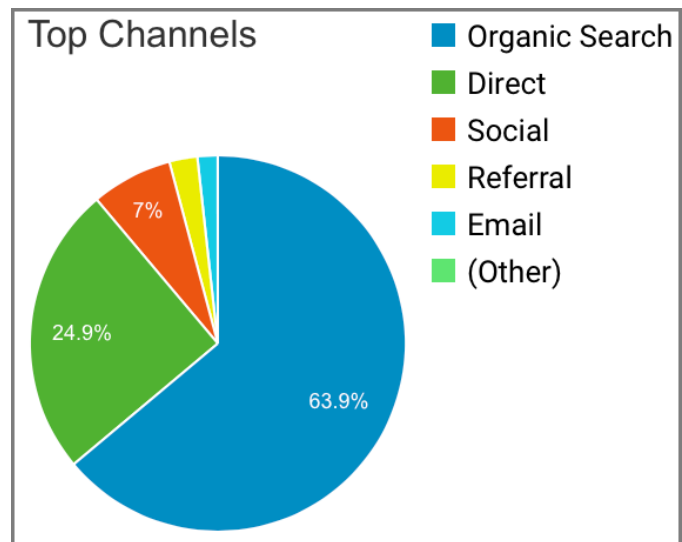
FIGURE 02 – ACQUISITION CHANNELS, TOTALS AND PERCENTAGES FOR 2019

FIGURE 03 – ACQUISITION CHANNELS, PERCENTAGES ONLY FOR 2019

Using recommended acquisition levels from *Beginner's Guide to Web Data Analysis: Ten Steps to Love and Success* (a weblog entitled *Occam's Razor* by Avinash Kaushik) to the actual acquisition levels for www.carmelites.net we find:

	Recommended Percentage	www.carmelites.net
Organic Search	40-50%	64%
Direct	~20%	25%
Social		9%
Referral	20-30%	2.4%
Email	10%	2%

FIGURE 04 – ACQUISITION COMPARISION OF RECOMMENDED TO ACTUAL FOR CALENDAR YEAR 2019 FOR WWW.CARMELITES.NET

Overall we can see that the Carmelite website receives much more of its traffic through search engines (64%) than is recommended (40-50%). Traffic through campaigns (social media + email) is at 11% and Kaushik recommends 10%. Direct referral at 2.4% is not a significant sources of traffic at all.

Now let us look at these acquisition channels individually.

1. ACQUISITION CHANNEL: ORGANIC SEARCH

As we saw, most of the traffic coming to the website comes via Organic Search (using a search engine). To get there the user entered a word or string of words into the search engine. These words or string of words are called Keywords. The search engine then displays a list of websites that meet the search criteria. This is called the Search Engine Results Page(s) or SERP.

Keywords

Google Analytics reports the various keywords used by visitors who came to www.carmelites.net through a search engine. Because it lists as separate keywords uppercase and lowercase of the same word, misspellings of the same keyword, singular or plural use of the same keyword, or various word orders of the same keyword, I have combined a number of keywords that are listed separately into one keyword. I have, for example, rolled the following keywords:

- Carmelites
- Carmelite
- carmelites
- Carmelite Order
- carmelite order
- order of carmelites

into a single keyword – 'Carmelite.'   So grouping various similarities, the ten most used keywords for organic search to access www.carmelites.net are:

	USERS	KEYWORD
1.	118 users	Epiphany
2.	59 users	Carmelites
3.	30 users	Daily Disconnect (the name of a specific page)
4.	5 users	Flos Carmeli (name of a Carmelite chant)
5.	5 users	Sacred Heart
6.	3 users	Carmelite habit
7.	3 users	Carmelite vocation
8.	2 users	History of the Carmelite Order
9.	2 users	Bill Harry (the name of a member of the Order)
10.	2 users	British Lasagna

FIGURE 05 – TOP TEN KEYWORDS USED IN ORGANIC SEARCH IN 2019

In order to visualize the frequency of use of keywords on www.carmelites.net, various 'word clouds' were generated. The following word clouds were constructed by using the website www.WordArt.com .

FIGURE 06 – WORD CLOUD GENERATED FROM THE TOP 250 KEYWORDS

FIGURE 07 – WORD CLOUD GENERATED AFTER COLLECTING SIMILAR KEYWORDS
INTO SINGLE KEYWORD CATEGORIES

FIGURE 08 – WORD CLOUD GENERATED FROM SAME LIST OF KEYWORDS
LESS THE TOP THREE TERMS

The Feast of the Epiphany occurs each year on January 6th. There is a lot of interest in a traditional Epiphany house door blessing that uses chalk and invokes the Magi which www.carmelites.net runs each year in early January. The interest in this blessing is so pronounced that the weekly visitors increase during Epiphany week from about 1500 to 23,500. The first two word cloud graphics (FIGURE 06 and FIGURE 07) reflect this interest. We see the word 'Carmelite' also figures predominately in these two clouds.

Removing the top three keywords leaves a cloud with featured keywords that are not featured on the website at all; such as, nuns, Flos Carmeli (a song), or Sacred Heart (a different religious order).

Search Engine Optimization (SEO)

The various search engines use algorithms to determine how a particular website meets the search criteria and therefore where it is placed in the Search Engine Results Page (SERP). Typing in the word "Carmelites" into Google gives the following SERP:

RANK	URL	DESCRIPTION
1	www.wikipedia.org/carmelites	encyclopedia
2	www.carmelites.net	**THIS IS US!**
3	www.ocarm.org	Rome site
4	www.britannica.com/topic/Carmelites	encyclopedia
5	www.littleflower.org/learn-about/the-order-of-carmelites	associated website
6	cloisteredlife.com/carmelites	nuns' recruitment
7	cloisteredlife.com/directory/des-plaines	nuns' recruitment
8	www.newadvent.org/cathen/03354a.htm	encyclopedia
9	www.carmelholylanddco.org/who-we-are/history-of-the-carmelites	Israel site
10	www.carmelite.org/family/vocations/who-are-carmelites	British site

FIGURE 09 – SERP RESULTS VIA GOOGLE (see **Appendix 2** for actual results)

So what does the SERP listing for "carmelites" show?

www.carmelites.net ▾

Order of Carmelites

-The **Carmelite** Way. What we call "Carmel" is really a way of life in which we try to be aware of the Presence of God in the most ordinary, everyday things. We're ...

The Carmelite Life · Contact Us · Blog · About

FIGURE 10 – SERP entry for "carmelites" using Google.com

Note: the individual SERP listing for "carmelites" has the same content and is second place whether using Google.com, Bing.com, Ask.com or DuckDuckGo.com.

The algorithms that generate a SERP are kept 'in-house,' but there are still ways to optimize the website to better position it in the SERP. Special care should be given to:

- Site title
- Site description
- Page titles
- Page descriptions

that these titles and descriptions should include keywords and terms that a potential visitor is apt to use in a search.

There is a tool extension to the Chrome web-browser called 'SEO Meta' which examines a website to see:

- Are these titles and descriptions are optimized for search engines?
- Does this data appear in a search engine's results page?

So using 'SEO Meta' let's two particular pages on the website:

- the homepage of www.carmelites.net,
- an interior page – 'Meet Brother Neil Conlisk.'
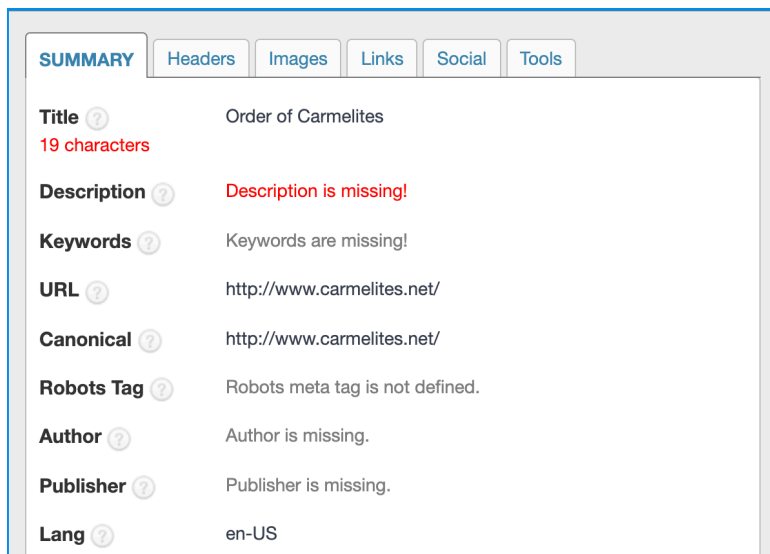
FIGURE 11 – SEO-META RESULTS FOR THE CARMELITE HOMEPAGE

'SEO Meta' states that there is no description for the homepage. If you go back to FIGURE 10, you will see that there is a description given nonetheless. This is text chosen by the search engine from the homepage and then morphed into being the description. A description carefully constructed to contain important keywords would give the webpage a better SERP ranking.

Now let us move to the arbitrarily-selected interior page: 'Meet Brother Neil Conlisk.'
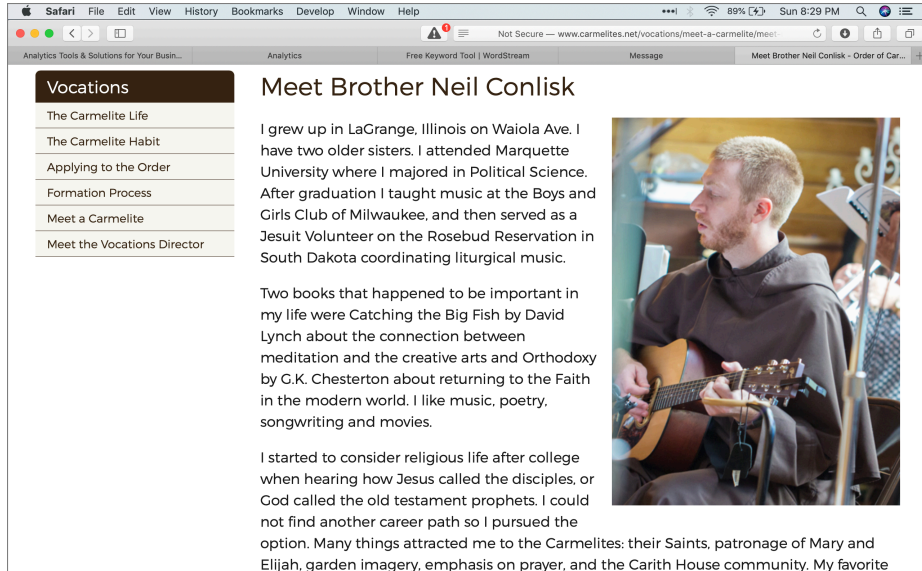
FIGURE 12 – AN INTERIOR PAGE OF WWW.CARMELITES.NET

Typing 'Meet Brother Neil Conlisk' into a Google search page results in:

FIGURE 13 – FROM GOOGLE SERP

Again we find the page description is content taken from the text on the page itself. When looking at the SEO-meta data we find, surprisingly enough, a page description:
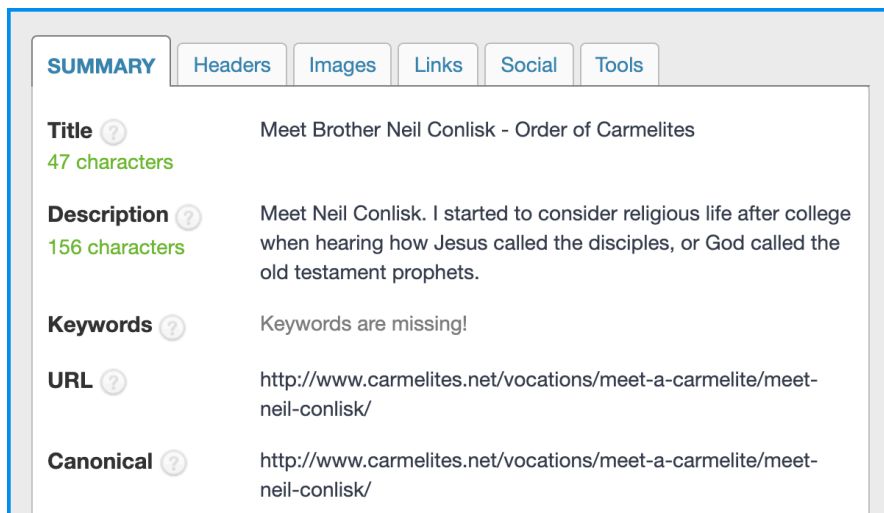
FIGURE 14 – SEO-META RESULTS FOR THE 'MEET BROTHER NEIL CONLISK' INTERIOR PAGE

Considering that there was no 'page description' for the homepage, I was not expecting a 'page description' for this interior page. Wondering whether the other interior pages had or did not have 'page descriptions' I went through twenty-five randomly selected interior pages. The only pages that had 'page descriptions' were all in the section 'Meet a Carmelite;' all other interior pages had no 'page description.' I wonder why?

URLs

A URL (Uniform Resource Locator) is an internet address to a page. Throughout the www.carmelites.net site, the URLs reflect the navigation to the page and the basic content of the page. For example, looking at the URL for the 'Meet Brother Neil Conlisk' page:
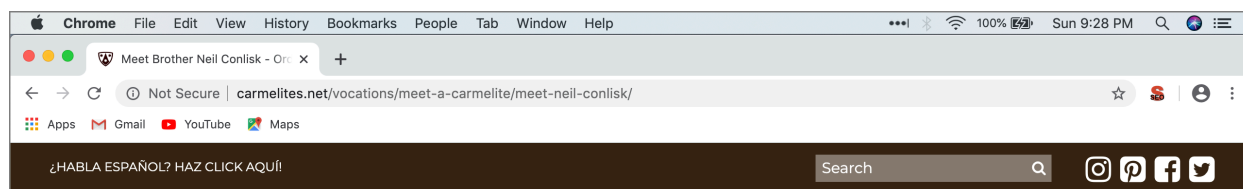
FIGURE 15 – URL FOR THE 'MEET BROTHER NEIL CONLISK' PAGE

Search engine will more readily index pages that have URLs corresponding to the page title and content.

ALT-TAGS

No image in the www.carmelites.net website has an alt-tag. Since all search engine indexing is done using text, no image in the website is indexed.

2. ACQUISITION CHANNEL: DIRECT TRAFFIC

Direct traffic refers to the visitors who come to the website by typing in the website's URL directly into their web-browser, or they have the page bookmarked. Currently the percentage of traffic coming to www.carmelites.net is considered 'ballpark' but there are ways to increase this:

- place the URL on all Carmelite letterhead and envelopes,
- place the URL on all Carmelite business cards,
- place the URL in all Carmelite 'hardcopy' publications,
- place the URL in all advertisements for our gift shops,
- even place the URL on the cash register receipts for these gift shops.

I will mention this later in this report, but the content currently on www.carmelites.net is content that is being recycled repeatedly. There is little new content so there is little to ongoingly engage a visitor and motivate that visitor to bookmark the site.

3. ACQUISITION CHANNEL: SOCIAL REFERRAL TRAFFIC

In FIGURE 02 (Acquisition Channels) we saw that third channel given by Google Analytics is termed 'Social.' This refers to users who arrive at the website through a social media platform such as Facebook, Twitter, Pinterest, Instagram, LinkedIn, etc.

Google Analytics reports the top social media sites that refer traffic to the website are:

Social Network	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	8,739 % of Total: 7.08% (123,389)	8,235 % of Total: 6.77% (121,597)	12,029 % of Total: 6.66% (180,535)	80.79% Avg for View: 72.02% (12.18%)	1.50 Avg for View: 1.79 (-16.14%)	00:00:55 Avg for View: 00:01:24 (-35.04%)
1. Facebook	7,603 (87.10%)	7,215 (87.61%)	9,930 (82.55%)	83.38%	1.42	00:00:47
2. Twitter	465 (5.33%)	386 (4.69%)	1,360 (11.31%)	61.99%	1.89	00:01:51
3. Pinterest	463 (5.30%)	443 (5.38%)	522 (4.34%)	79.89%	2.01	00:00:57
4. Instagram	145 (1.66%)	139 (1.69%)	158 (1.31%)	80.38%	1.68	00:00:55
5. reddit	17 (0.19%)	17 (0.21%)	18 (0.15%)	100.00%	1.00	00:00:00
6. Blogger	11 (0.13%)	11 (0.13%)	11 (0.09%)	72.73%	1.55	00:01:32
7. Weebly	7 (0.08%)	7 (0.09%)	7 (0.06%)	71.43%	1.71	00:00:50
8. Instagram Stories	5 (0.06%)	5 (0.06%)	8 (0.07%)	87.50%	1.25	00:00:15
9. LinkedIn	5 (0.06%)	5 (0.06%)	5 (0.04%)	80.00%	1.80	00:01:04
10. YouTube	4 (0.05%)	3 (0.04%)	5 (0.04%)	100.00%	1.00	00:00:00
11. WebRing	2 (0.02%)	2 (0.02%)	3 (0.02%)	66.67%	1.67	00:01:39
12. Pocket	1 (0.01%)	1 (0.01%)	1 (0.01%)	100.00%	1.00	00:00:00
13. VKontakte	1 (0.01%)	1 (0.01%)	1 (0.01%)	100.00%	1.00	00:00:00

FIGURE 16 – TOP SOCIAL MEDIA SITES FOR 2019 (FROM GOOGLE ANALYTICS) TO CARMELITES.NET

There is a lot of data here. I would like to highlight the following:
- For the 2019 calendar year a total of 13 social media sites referred traffic,
- Although the majority of social media referrals come through Facebook, the audience that comes through Twitter is more engaged (i.e., longer session duration and lower bounce rate).
- Over 99% of Social Media referral traffic come from the top four – Facebook, Twitter, Pinterest, and Instagram.

Now let us zoom in on these top four.

Facebook – 7603 referrals

After multiple attempts by hackers to get control of the Facebook page for the Carmelites; namely, www.facebook.com/carmelites , the Order closed that page and opened a new page in September of 2019. The new page is www.facebook.com/carmelitesPCM. Note: PCM refers to the North American Carmelite geographical region called 'Purissimo Cordis Mariae.'
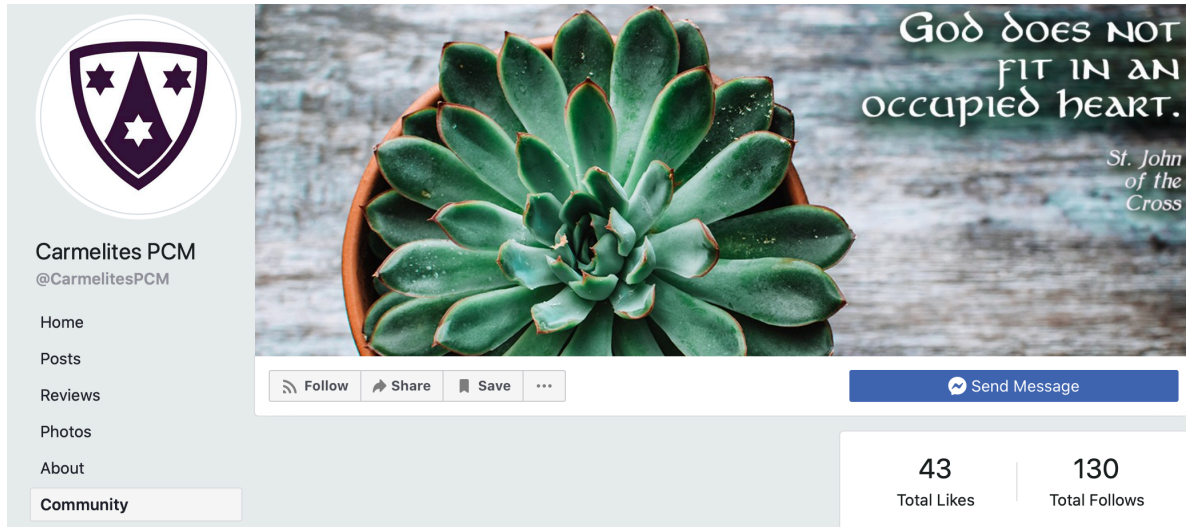
FIGURE 17 – COMMUNITY STATS FOR THE CARMELITE FACEBOOK PAGE

This page serves mostly to refer traffic to the main website, but there is an occasional link to another Carmelite organization's Facebook page.

Viewing all the posts, the Carmelites post to this Facebook page roughly twice a day, Monday through Friday. There are no postings on weekends and holidays.

This is really sad ☹ that the page 'likes' and 'follows' in four months are so low. The previous Facebook page, www.facebook.com/carmelites had over 10,000 'likes' before it was closed.

Twitter – 465 referrals

FIGURE 18 – FOLLOW STATS FOR THE CARMELITE TWITTER PAGE

Although it has a respectable number of followers, as noted earlier, the Carmelite's Twitter page, www.twitter.com/carmelites, does not refer much traffic to the Carmelite website. There is generally one tweet each day, Monday through Friday, of content from the main Carmelite website. All other tweets, four to ten each day, are re-tweets from other Carmelite organizations Twitter pages.

Pinterest – 463 referrals

Carmelites Friars

527 Followers · **54** Following · **www.carmelites.net**

The Carmelites are a religious community of Catholic friars, whose members, responding to the hunger for God in themselves and in the world, answer an interior
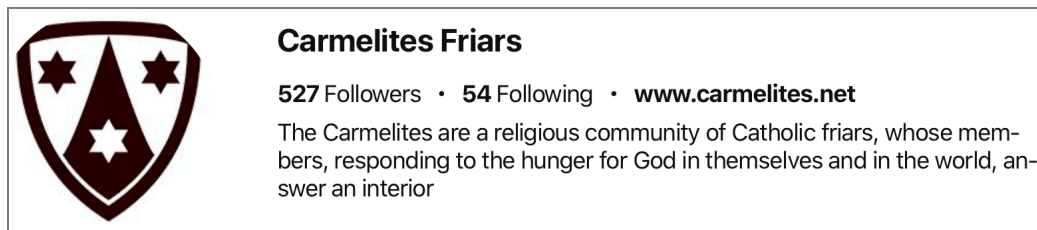
FIGURE 19 – FOLLOW STATS FROM THE CARMELITE PINTEREST PAGE

The Carmelites Pinterest page, www.pinterest.com/carmelites, does not report many followers compared. The page reports a total of 431 'pins' in its history.

Instagram – 145 referrals

carmelites   Follow

503 posts   **7,468** followers   **8** following

Order of Carmelites
A religious community that answers an interior call to prayer, community, and ministry. Legally incorporated as 'Society of Mount Carmel'
www.carmelites.net

FIGURE 20 – FOLLOW STATS FROM THE CARMELITE INSTAGRAM PAGE

Although there were only 145 referrals into www.carmelites.net during the 2019 calendar year, there is a large group of followers to this page. With a total of 503 posts, none recent, the Carmelite Order does not put much effort into this page.

In Summary

On the positive side, the Carmelites have (or used to have in the case of Facebook) great URLs for these social media platforms:
- www.facebook.com/carmelites (now www.facebook.com/carmelitesPCM)
- www.twitter.com/carmelites
- www.pinterest.com/carmelites
- www.instagram.com/carmelites

On the negative side, these platforms are not engaged well. The larger problem is that the main website no longer posts much new content; with most content now repeated repostings of previous content. The social media site with the most postings is the Carmelite Twitter account, and most of those postings are retweets from other Carmelite organizations (e.g., high schools, convents, etc.) Twitter pages.

This is reflected in the considerable drop in referral traffic from both Facebook and Twitter (both platforms accounting for over 90% of social media referral traffic) from 2018 to 2019.

Yes, all these social media platforms can be engaged more constructively; for example, posting also on weekends and holidays, not just weekdays). Since most of the content posted the top four social media sites comes from the main website, a more systemic problem is with the consistently old content on the main website.

Note: these social media pages should be more than "legally incorporated as...".

1.	Facebook	
	Jan 1, 2019 - Dec 31, 2019	**7,603** (87.10%)
	Jan 1, 2018 - Dec 31, 2018	**14,502** (88.04%)
	% Change	**-47.57%**
2.	Twitter	
	Jan 1, 2019 - Dec 31, 2019	**465** (5.33%)
	Jan 1, 2018 - Dec 31, 2018	**1,344** (8.16%)
	% Change	**-65.40%**
3.	Pinterest	
	Jan 1, 2019 - Dec 31, 2019	**463** (5.30%)
	Jan 1, 2018 - Dec 31, 2018	**409** (2.48%)
	% Change	**13.20%**
4.	Instagram	
	Jan 1, 2019 - Dec 31, 2019	**145** (1.66%)
	Jan 1, 2018 - Dec 31, 2018	**118** (0.72%)
	% Change	**22.88%**

FIGURE 21 – SOCIAL MEDIA REFERRALS 2018 -2019 (FROM GOOGLE ANALYTICS)

4. ACQUISITION CHANNEL: TARGETED REFERRAL TRAFFIC

Again referring to FIGURE 02 (Acquisition Channels) the fourth traffic source or channel reported by Google Analytics is termed 'Referral.' This is the number of visitor who arrive at the site from a direct link on another webpage (not including social media pages).

Although www.carmelites.net has a low Targeted Referral Traffic rate with only 2.4% of incoming traffic (20% to 30% is recommended) it is still worth studying the pages linking to the site with an eye to improving this percentage.

Referring Websites

Google Analytics reports the following websites link to www.carmelites.net. I will limit
this report to the top ten sites, which account for over 50% of targeted referrals in 2019.
Note: the next ten sites account for less than 8% of that traffic.
Note: search engines (Google, Bing, Ask, DuckDuckGo, Yahoo, and AOL) have been
removed from this list.
Note: For the full listing of the top 100 targeted referral sites, see **Appendix 3**.

	Source Website	**Users**	**% of Total**
1	carmelnet.org *	445	14.49%
2	en.wikipedia.org *(combines mobile and regular)*	376	12.24%
3	theolibrary.shc.edu	205	6.68%
4	baidu.com	128	4.17%
5	laycarmelitespcm.org *	107	3.48%
6	vdyoutube.com	106	3.45%
7	carmelitas.org. *	100	3.26%
8	carmelitemedia.org. *	61	1.99%
9	olmlaycarmelites.org. *	58	1.89%
10	jesus-passion.com	39	1.27%

FIGURE 22 – TOP TARGETED REFERRAL WEBSITES TO WWW.CARMELITES.NET (GOOGLE ANALYTICS)

Five of the above websites are sites that are directly associated with the Carmelites
(these are starred * in red in FIGURE 22). Note: in the top 100 targeted referral website
(see **Appendix 3** to this report) there are 13 other directly-associated Carmelite
websites (*including the recently-launched www.fathergreg.com*).

The websites that are missing but should appear on the top-100 listing are:
- any of our five U.S. high schools,
- our Shrine of Saint Therese in Darien, Illinois,
- most of our U.S. and Canada parishes.

Referral Authority

Not all websites linking to one's website carry the same weight or gravitas. This level of
weight or gravitas is termed 'authority.' Search engines take into account the authority
of a linking website and those with higher authority aid in the ranking in a SERP.

Types of websites with 'authority:'
- from colleges or universities (sites with the .edu domain),
- from the government (sites with the .gov domain),
- from tightly proctored reputable media organs (e.g., the *New York Times)*.

A website is given a certain 'authority,' termed 'domain authority' (DA) and the pages on that site are also give a certain 'authority,' termed 'page authority' (PA).

Linking websites are also grouped into two categories – follow or nofollow. Those in the 'follow' category aid in a website's SERP ranking; those in the 'nofollow' category do not. These categorizations relate to how easily the site may be manipulated to falsely aid in a site's SERP ranking.

Using an analytic tool on the site www.moz.com. This tool provides a listing of all websites that links to one's website – in this case www.carmelites.net. This result can be filtered. The following listing has been filtered to remove redirects (such as bitly.com abbreviated URLs) and to remove 'nofollow' sites.

URL	Anchor Text [i]	PA [i]	DA [i]	Linking Domains [i]
The Cardinals of the Holy Roman Chur... webdept.fiu.edu/...%7Emirandas/bios via redirect	"blessed john soreth 1394 1...	49	75	37
The Cardinals of the Holy Roman Chur... webdept.fiu.edu/...%7Emirandas/bios	"I commend you my poor an...	47	75	21
Ávila - AOL Image Search Results search.aol.com/...aol/image?query=%	[img without alt text]	44	94	0
New Liturgical Movement: Carmelite R... www.newliturgicalmovement.org/...2 via redirect	"page 20"	42	52	58
New Liturgical Movement: Carmelite R... www.newliturgicalmovement.org/...2 via redirect	"page 19"	42	52	58
heavy.com/...news/2015/01/king-abd via redirect	"300 000 to help rebuild a s...	41	88	3
Order of Carmelites	PCM carmelnet.org	"Vocations - USA"	41	40	155
Order of Carmelites	PCM carmelnet.org via redirect	"Member Intranet"	41	40	155

☐	Order of Carmelites | PCM carmelnet.org ↗	"Member Intranet"	41	40	155
☐	Order of Carmelites | PCM carmelnet.org ↗ **via redirect**	"Vocations - USA"	41	40	155
☐	Catholic Church Teachings, Catholic So... www.appleseeds.org/religfav.htm ↗	"Practicing Prayer ⬦ Daily ...	40	50	44
☐	Catholic Church Teachings, Catholic So... www.appleseeds.org/religfav.htm ↗ **via redirect**	"Practicing Prayer ⬦ Daily ...	40	50	44
☐	Catholic Blog Directory catholicblogs.blogspot.com ↗	"Daily Disconnect"	40	30	380

FIGURE 23 – TOP INBOUND LINKS TO WWW.CARMELITES.NET (FROM MOZ.COM)

Some Comments on the Above 'Top Inbound Links'

- The two top 'follow' inbound links are from Florida International University where the library hosts a student project of a database of all the cardinals of the Roman Catholic Church.
- The next link is from an AOL search but not listed as 'nofollow'.
- The next two links are from a Catholic organization that fosters a return to Liturgy done in Latin instead of the vernacular.
- The next link is about King Abdullah of Saudi Arabia who once donated money to the Carmelite high school in New Orleans after Hurricane Katrina damaged that school.
- The next three links are internal, from the predecessor site to www.carmelites.net
- The next two links refer to articles on prayer on www.carmelites.net from a group called Appleseeds that is hosted by the Franciscan University of Steubenville,
- The last link listed above is on www.blogspot.com and it is a listing of all Catholic themed blogs by alphabet.

Although seeing who is linking to www.carmelites.net is interesting, these top authority inbound links do not link to content that is central to the mission of the Carmelite website. This means that the content the Carmelites consider central is not linked to by any higher authority websites. The Carmelite website and associated social media pages are maintained in a rather passive manner with a resulting significant drop in acquisition traffic across all channels, and a hodgepodge of inbound links connecting to tangential content.

Note: for the full list of Inbound Links from Moz.com, see **Appendix 4**.

5. ACQUISITION CHANNEL: EMAIL TRAFFIC

Again referring to FIGURE 02 (Acquisition Channels) the fifth traffic source or channel reported by Google Analytics is termed 'Email.' This is the number of visitor who arrive at the site from a direct link on an email they had received. For www.carmelites.net about 2% of the incoming user traffic comes through a link on an email (10% is recommended). On the website there is a signup option for the visitor to receive a periodic Carmelite email newsletter.
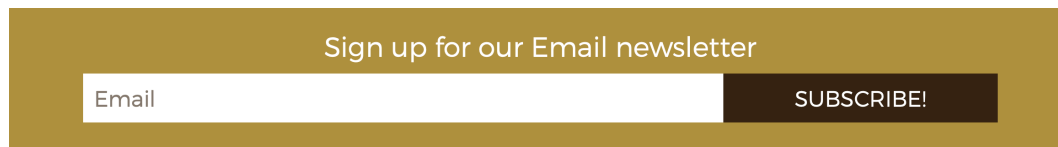
FIGURE 24 – EMAIL NEWSLETTER SIGNUP

The Carmelite Media Office reports that the original plan was to send out this email newsletter, *Carmelites Update*, every two weeks to subscribers. Currently this is sent every two months or so. See **Appendix 5** for the most recent newsletter.

PART FOUR: AUDIENCES

Audience refers to user behavior on a website, but before looking at the data we need to look at language and terms used by Google Analytics:
- Session – a user's individual visit to a website (note: a session can comprise many pageviews),
- Pageview – each page viewed by a user during a session,
- Bounce Rate – the percentage of all sessions on a website in which the user viewed only a single page.

Now let's look Google Analytics report for the Audience overview calendar year 2019:
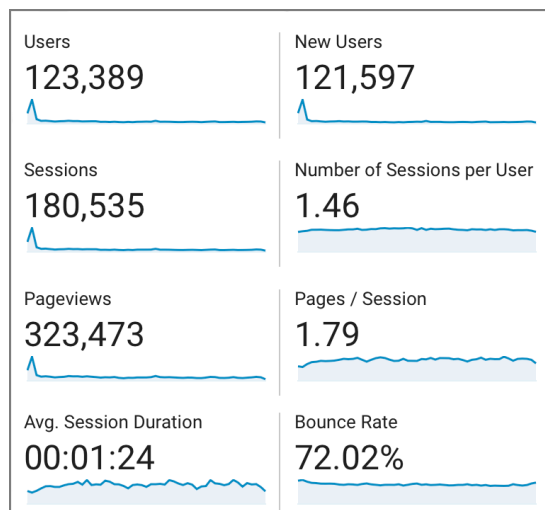
FIGURE 25 – 2019 AUDIENCE OVERVIEW
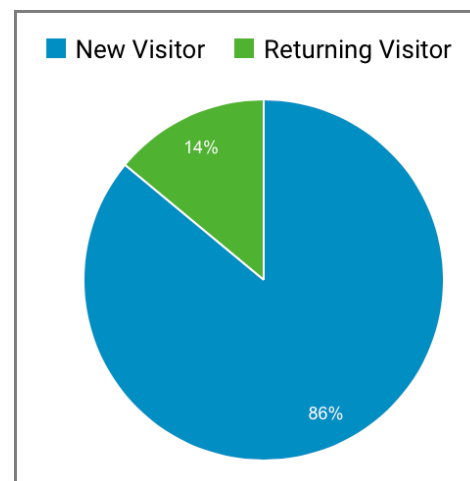
FIGURE 26 – 2019 NEW TO RETURNING USERS

In order to get a feel for the effectiveness of the Carmelite website and how this website compares overall to other websites we will use an article, *7 Website Analytics That Matter Most* (from https://www.spinutech.com).

	Average for all websites	www.carmelites.net
Pages / Session	2	1.79
Session Duration	02:30	01:24
New Users	80%	98.5%
Return Users	20%	1.5%
Bounce Rate	50% (industry goal)	72%

FIGURE 27 – AUDIENCE COMPARISON TO ALL WEBSITES

We can see from Figure 27 that the Carmelite website significantly falls short of the average audience responses to all websites in all categories.

Audience Comparison – 2018 to 2019

Knowing audience behavior is very useful, but this data become even more useful when it is compared to past audience behavior in order to see trends and changes in behavior. Looking at the same data given in Figure 25 now compared to the same categories in the previous calendar year – Jan 2018 thru Dec 2018 – we find:
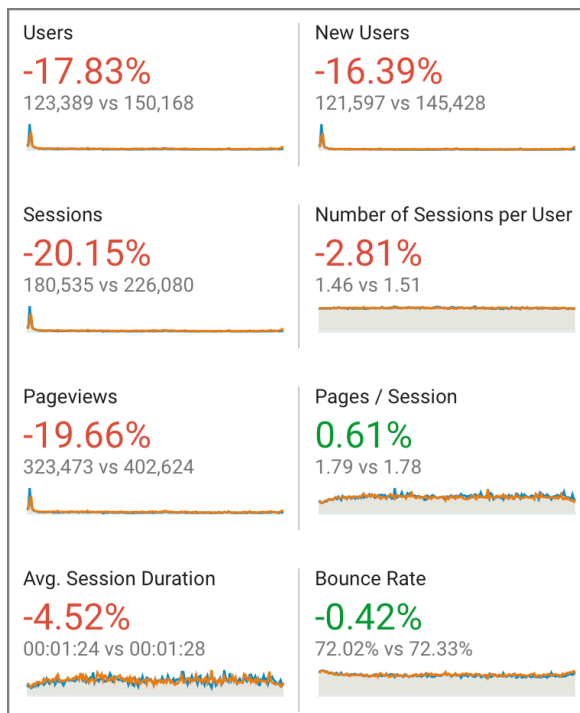
FIGURE 28 – AUDIENCE COMPARISON CALENDAR YEARS 2018 TO 2019
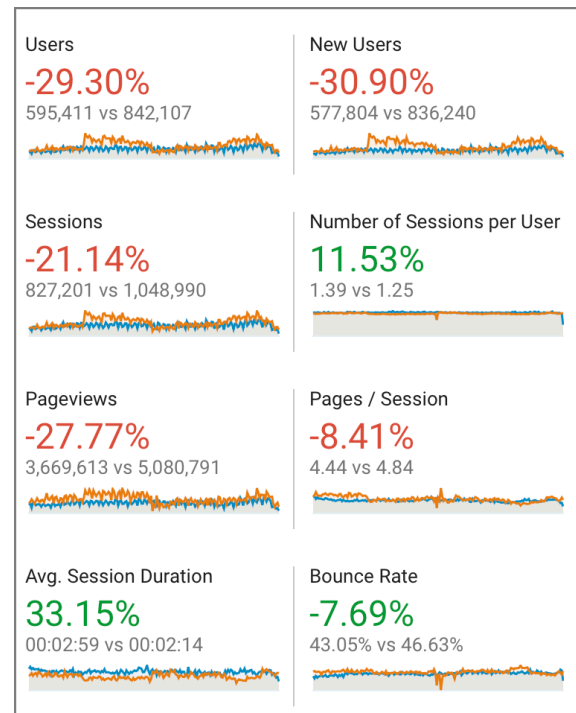
FIGURE 29 – AUDIENCE COMPARISON CALENDAR YEARS 2016 TO 2019

We see an 18% drop in the total number of users to www.carmelites.net from 2018 to 2019 and a 29% over three years. All the other categories reflect this significant drop.

User Ages

The original purpose of www.carmelites.net was to be a resource for the Carmelite vocation/recruitment effort. Let us look at the ages of the users coming to the website.

Age	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	39,156 % of Total: 31.73% (123,389)	38,167 % of Total: 31.39% (121,597)	54,269 % of Total: 30.06% (180,535)	73.75% Avg for View: 72.02% (2.41%)	1.77 Avg for View: 1.79 (-1.43%)	00:01:21 Avg for View: 00:01:24 (-3.40%)
1. 18-24	2,787 (6.97%)	2,694 (7.06%)	3,691 (6.80%)	72.01%	1.91	00:01:29
2. 25-34	7,929 (19.84%)	7,703 (20.18%)	10,475 (19.30%)	76.78%	1.69	00:01:13
3. 35-44	6,979 (17.46%)	6,790 (17.79%)	9,246 (17.04%)	78.13%	1.57	00:01:09
4. 45-54	7,168 (17.94%)	6,827 (17.89%)	9,602 (17.69%)	74.37%	1.69	00:01:20
5. 55-64	7,707 (19.28%)	7,289 (19.10%)	10,639 (19.60%)	72.26%	1.87	00:01:30
6. 65+	7,395 (18.50%)	6,864 (17.98%)	10,616 (19.56%)	68.48%	1.93	00:01:29

FIGURE 30 – USERS' AGES THROUGHOUT 2019

Our vocation effort is aimed at young men between the ages of 22 and 40. The 25-34 age group has the largest usage at 20%, and adding the 35-44 age group increases this percentage to 37%. I conclude that the site is reaching and engaging younger users.

User Gender

Since the vocation effort is aimed at young men, comparing the number of male users to female users will tell us if we need to change the content to perhaps appeal more to the male user.

Gender	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	40,333 % of Total: 32.69% (123,389)	39,325 % of Total: 32.34% (121,597)	55,889 % of Total: 30.96% (180,535)	73.56% Avg for View: 72.02% (2.14%)	1.78 Avg for View: 1.79 (-0.93%)	00:01:22 Avg for View: 00:01:24 (-1.97%)
1. female	25,260 (62.10%)	24,346 (61.91%)	34,349 (61.46%)	74.54%	1.73	00:01:20
2. male	15,416 (37.90%)	14,979 (38.09%)	21,540 (38.54%)	72.00%	1.85	00:01:27

FIGURE 31 – GENDER BREAKDOWN, ALL USERS IN 2019

23

Note: These percentages of 60% female users to 40% male remain basically the same across all age groups. How do these percentages compare to gender percentages across the internet.

PART FIVE: TOP CONTENT

The website, www.carmelites.net, is basically to provide information. Throughout the site there are many pages of information under many categories and topics. This information is often termed 'content.'
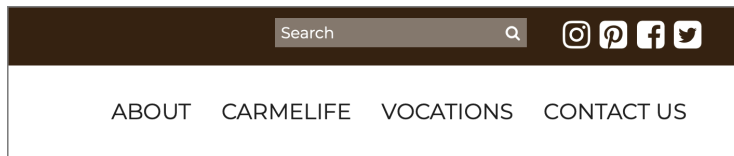
FIGURE 32 – CONTENT TABS

All the content on this website is found under the first three tabs in the upper right corner of the homepage – 'ABOUT,' 'CARMELIFE,' 'VOCATIONS' (See FIGURE 33). The site is formatted such that these tabs appear on every page of the site as a header.

Google Analytics (in the Site Content All Pages report) shows that four pages (of those 12,265 pages) received 34.07% of the site's pageviews in 2019.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	323,473 % of Total: 100.00% (323,473)	270,117 % of Total: 100.00% (270,117)	00:01:46 Avg for View: 00:01:46 (0.00%)	180,494 % of Total: 100.00% (180,494)	72.02% Avg for View: 72.02% (0.00%)
1. /news/chalking-door-2018-epiphany-house-blessing/	37,036 (11.45%)	33,481 (12.39%)	00:05:03	32,150 (17.81%)	88.63%
2. /	35,115 (10.86%)	26,619 (9.85%)	00:01:12	23,830 (13.20%)	42.95%
3. /news/chalking-door-epiphany-house-blessing-2015/	28,384 (8.77%)	25,843 (9.57%)	00:05:09	25,030 (13.87%)	86.35%
4. /sacredheartchaplet/	9,660 (2.99%)	8,348 (3.09%)	00:05:57	8,336 (4.62%)	87.19%
5. /daily-disconnect-podcast/	8,296 (2.56%)	6,319 (2.34%)	00:00:41	5,956 (3.30%)	17.19%
6. /tag/daily-disconnect-podcast/	7,064 (2.18%)	5,324 (1.97%)	00:00:36	3,196 (1.77%)	23.06%
7. /vocations/the-carmelite-life/	6,635 (2.05%)	5,681 (2.10%)	00:02:57	3,735 (2.07%)	77.46%
8. /daily-disconnect/	6,571 (2.03%)	5,227 (1.94%)	00:02:08	2,585 (1.43%)	67.20%
9. /topic/gods-garden/	6,380 (1.97%)	4,594 (1.70%)	00:01:26	1,638 (0.91%)	59.10%
10. /about/	4,167 (1.29%)	3,027 (1.12%)	00:00:33	326 (0.18%)	66.56%

FIGURE 33: GOOGLE ANALYTICS PAGEVIEWS REPORT FOR 2019

Interestingly enough, the page with the largest number of pageviews is about an Epiphany Blessing. Epiphany occurs each year on January 6th and all those pageviews happen in early January.
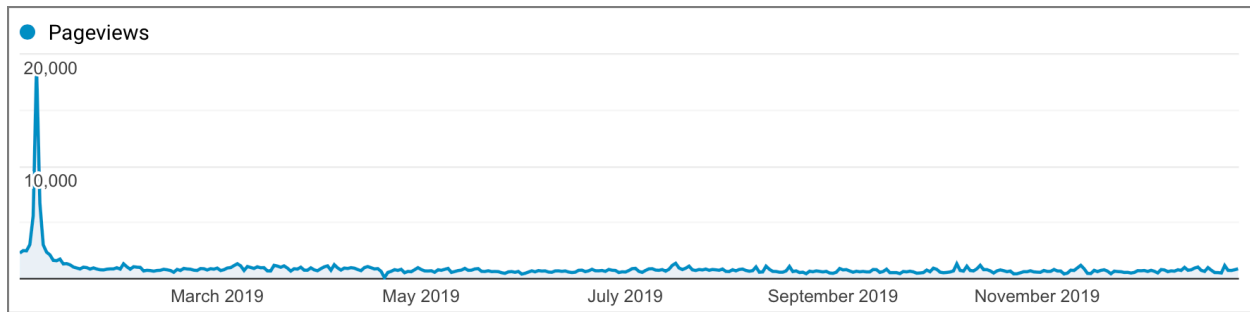
FIGURE 34: PAGEVIEWS ACROSS YEAR 2019

There are two Epiphany Blessing pages, one labeled 2018 and the other 2015, that account for 20% of the site's total pageviews, and all those pageviews occurred in one week!

Of especial note is that the two Epiphany Blessing pages had very long pageviews:
- 5 minutes, 3 second for Epiphany Blessing 2018
- 5 minutes, 9 seconds for Epiphany Blessing 2015.

indicating that the visitors to those pages found the content interesting enough to remain for an uncharacteristically long time.

Note: the overall average pageview length for the site is a much shorter 1 minute, 46 seconds.

Note: these Epiphany Blessing pages had high bounce rates, but all the sought content is found on one page. This indicates that the visitors most likely arrived using organic search and landed on the Epiphany Blessing page and the left the site from that page. Using 'Source Acquisition' to filter the data we see this is indeed the case.

Page	Source / Medium	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
		323,473 % of Total: 100.00% (323,473)	270,117 % of Total: 100.00% (270,117)	00:01:46 Avg for View: 00:01:46 (0.00%)	180,494 % of Total: 100.00% (180,494)	72.02% Avg for View: 72.02% (0.00%)
1. /news/chalking-door-2018-epiphany-house-blessing/	google / organic	29,564 (9.14%)	26,842 (9.94%)	00:05:12	25,657 (14.21%)	88.83%
2. /news/chalking-door-epiphany-house-blessing-2015/	google / organic	19,863 (6.14%)	18,161 (6.72%)	00:04:58	17,448 (9.67%)	85.48%

FIGURE 35 – ACQUISITION SOURCE FOR TOP PAGES

Note: Of the top four pages, the page with the second highest number of pageviews is the website's homepage. In FIGURE 33, the second entry is labeled "/" and if that is clicked it opens to the homepage.

Keywords to the Epiphany Blessings

The only link to these Epiphany Blessing pages on the site is in the homepage carousel, and that it appears in the carousel only for the first week of January. The majority of visitors to these two Top Content pages come through organic search.

1.	/news/chalking-door-2018-epiphany-house-blessing/	(not provided)	**30,025** (81.07%)
2.	/news/chalking-door-2018-epiphany-house-blessing/	(not set)	**6,876** (18.57%)
3.	/news/chalking-door-2018-epiphany-house-blessing/	doorway blessing for Epiphany	**14** (0.04%)
4.	/news/chalking-door-2018-epiphany-house-blessing/	catholic chalk blessing 2018	**13** (0.04%)
5.	/news/chalking-door-2018-epiphany-house-blessing/	20+c+m+b+19 meaning	**10** (0.03%)
6.	/news/chalking-door-2018-epiphany-house-blessing/	20+c+m+b+18 meaning	**6** (0.02%)
7.	/news/chalking-door-2018-epiphany-house-blessing/	20+cmb+19	**6** (0.02%)
8.	/news/chalking-door-2018-epiphany-house-blessing/	epiphany chalk blessing above door	**6** (0.02%)
9.	/news/chalking-door-2018-epiphany-house-blessing/	epiphany house blessing	**6** (0.02%)

FIGURE 36 – TOP KEYWORDS USED FOR ORGANIC SEARCH FOR EPHIPHANY BLESSING PAGES

This can be distilled down to the following keyword themes:
- door or doorway
- Epiphany
- blessing
- chalk
- cmb or c+m+b

The very large January bubble of 'high quality' users (seen in the long page sessions) comes to the site with little interest in the Carmelites (seen in the bounce rate on these pages), knowing what they are looking for (seen in the few keywords they use).

Links to Top Content – the Epiphany Blessings or the Sacred Heart Chaplet

There are no external sites that link to these Epiphany Blessings nor to the page with the fourth highest pageviews, the Sacred Heart Chaplet. Almost all traffic to the Epiphany Blessings and to the Sacred Heart Chaplet comes through organic search.

Landing Page	Acquisition			Behavior
	Sessions	% New Sessions	New Users	Bounce Rate
	180,535 % of Total: 100.00% (180,535)	67.40% Avg for View: 67.35% (0.07%)	121,677 % of Total: 100.07% (121,597)	72.02% Avg for View: 72.02% (0.00%)
1. /news/chalking-door-2018-epiphany-house-blessing/	32,150 (17.81%)	79.19%	25,458 (20.92%)	88.65%
2. /news/chalking-door-epiphany-house-blessing-2015/	25,030 (13.86%)	76.35%	19,111 (15.71%)	86.40%
3. /	23,830 (13.20%)	57.63%	13,734 (11.29%)	42.95%
4. /sacredheartchaplet/	8,336 (4.62%)	61.31%	5,111 (4.20%)	87.19%
5. /daily-disconnect-podcast/	5,956 (3.30%)	30.54%	1,819 (1.49%)	17.19%
6. /vocations/the-carmelite-life/	3,735 (2.07%)	81.98%	3,062 (2.52%)	77.46%
7. /tag/daily-disconnect-podcast/	3,196 (1.77%)	29.29%	936 (0.77%)	23.06%
8. /daily-disconnect/	2,585 (1.43%)	25.61%	662 (0.54%)	67.20%
9. /recipes/tilapia-francese/	1,751 (0.97%)	74.47%	1,304 (1.07%)	87.89%
10. /topic/gods-garden/	1,638 (0.91%)	51.47%	843 (0.69%)	59.10%

FIGURE 37 – TOP LANDING PAGES FOR 2019

We can see that this is supported in the Landing Pages report from Google Analytics (see FIGURE 37).

Refurbishing Top Content

As previously noted, there has been a significant drop in visits and pageviews to this website from 2018 to 2019 (15%), and again from 2015 to 2019 (29%). This drop also includes the Top Content pages (Epiphany Blessing, homepage, and Sacred Heart Chaplet), but not as pronounced.

An article on the Moz.com website by Britney Muller entitled *Refurbishing Top Content* (dated August 30, 2019) has four steps to refurbish a website's Top Content pages; namely:

1. **Identify Your Site's Top Traffic Pages**
   - We have done this in PART TWO of this report.
2. **Simplify and Repurpose**
   - The suggestion is to actually summarize the content in a parallel video or a PowerPoint presentation and add these to the page.
3. **Publish on Popular Platforms**
   - The suggestion is to also publish this content on the site's related Social Media pages, but also pages like Quora and Slide-Share.
4. **Measure the Referral Metrics**
   - This step is a follow-up to Step 2 and Step 3.

The Top Content pages of www.carmelites.net (i.e., the Epiphany Blessing and the Sacred Heart Chaplet) can readily be 'refurbished' because these pages are instructional and lend themselves to making instructional videos and/or PowerPoint presentations.

Besides platforms like Quora and Slide-Share, there are rather popular Catholic websites such as www.USCatholic.com and www.Aleteia.org and www.thedeaconsbench.com which may welcome this kind of content.

Another way to refurbish Top Content is to invite user participation; for example, to post comments, their own photos of doing the Blessing or the Chaplet.

These Top Content pages could then link to "For Further Information Click Here" content also on the site to encourage continued visitor engagement (and less bounce).

PART SIX: MOBILE TRAFFIC

There are quite a variety of devices that users of the World Wide Web use to access websites. The most common are:

- The desktop computer. The first personal computer to have a mass appeal was the Apple II, first marketed in 1977. Soon after a more portable version of computer, called the laptop, was marketed. In this report, the desktop and laptop data are combined and called 'desktop.'
- The mobile phone. Apple, Inc., introduced the iPhone in 2007 and it had immediate massive appeal. There were 'smart-phones' before the iPhone; for example, the Blackberry, but they had a limited usage. The iPhone was soon followed by Samsung's version of the 'smart-phone.' Today there are many makes of 'smart-phone.' In this report they are combined and called 'mobile.'
- The tablet. Apple, Inc., introduced the iPad in 2010 and it had immediate mass appeal. There were tablets prior to the iPad but with little sales and usage. There are a number of makes of tablets today. In this report they are combined and called 'tablet.'

As these devices are introduced and then grow in popularity they change how users access the internet. Desktop access has been declining, while mobile access has been growing.

GS.Statcounter.com (see **Appendix 6**) reports that beginning in 2016 using a mobile device is now the predominate way users access the internet worldwide. This site reports current internet access worldwide (April 24, 2020):

- Mobile: 52.03%
- Desktop: 45.32%
- Tablet: 2.65%

In the United States mobile devices are the predominate way beginning in 2019, with current usage reported as:

- Mobile: 51.62%
- Desktop: 44.12%
- Tablet: 4.26%

In the article *Mobile Marketing Statistics Compilation*, the author, Dave Chaffey, notes, "Today, according to the latest Digital Future in Focus report from comScore, we're long past this tipping point in some countries with India, Mexico and Indonesia having more than up to four times higher smartphone vs desktop audience." (SmartInsights.com).

Device Traffic Report

Google Analytics reports the following usage for www.carmelites.net in 2019:
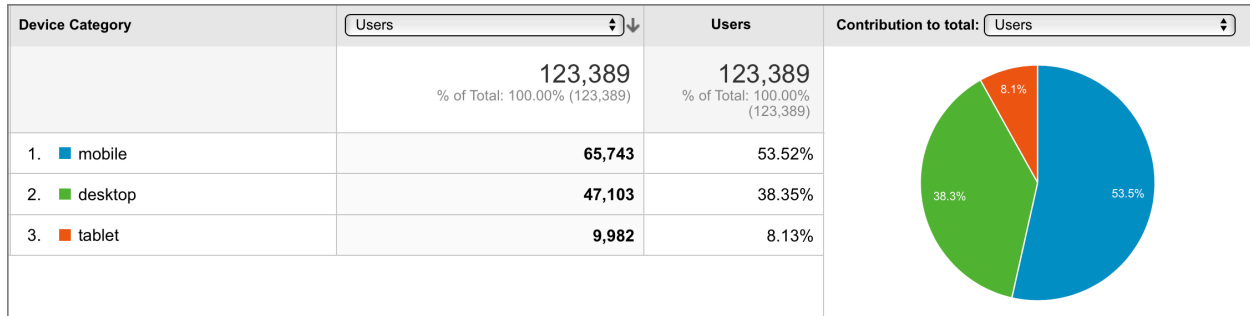
FIGURE 38 – THE VARIOUS DEVICES ACCESSING THE WEBSITE IN 2019

As expected from the worldwide and United States usages, most visitors used mobile devices to access to the website. Looking at the device usages to the device percentages for www.carmelites.net, we see:

	World Percentage	U.S. Percentage	% on Carmelites.net
Mobile	52.03%	51.62%	53.52%
Desktop	45.32%	44.12%	38.35%
Tablet	2.65%	4.26%	8.13%

FIGURE 39 – THE VARIOUS DEVICES ACCESSING THE CARMELITE WEBSITE IN 2019

Seeing these percentages, we see that the website needs to be well-formatted for access on these multiple devices to give the user a good experience across all devices.
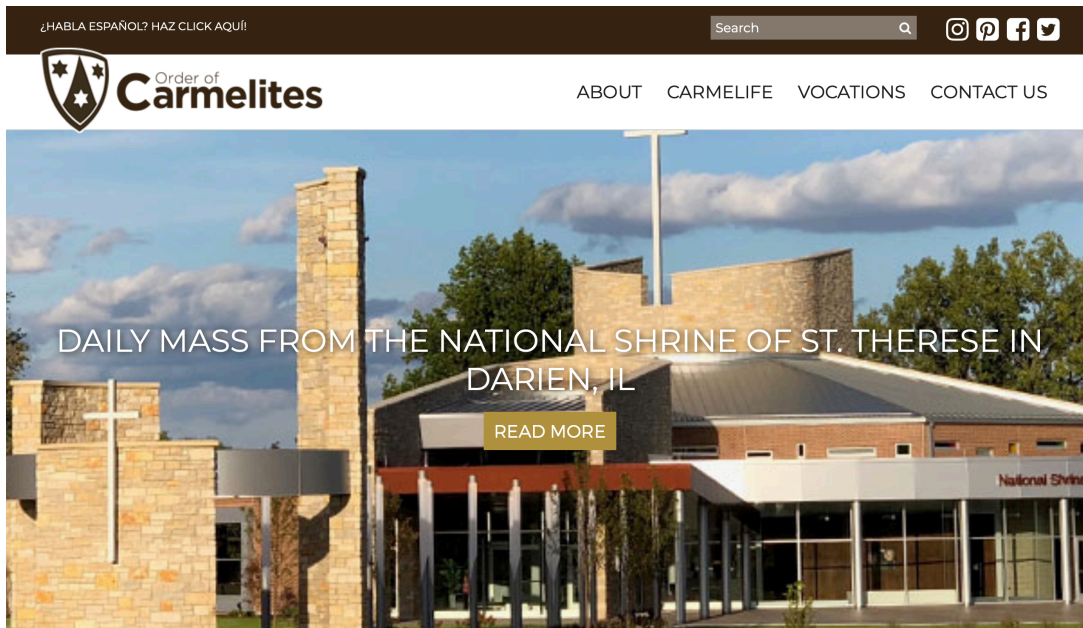
FIGURE 40 – DESKTOP VIEW OF THE HOMEPAGE
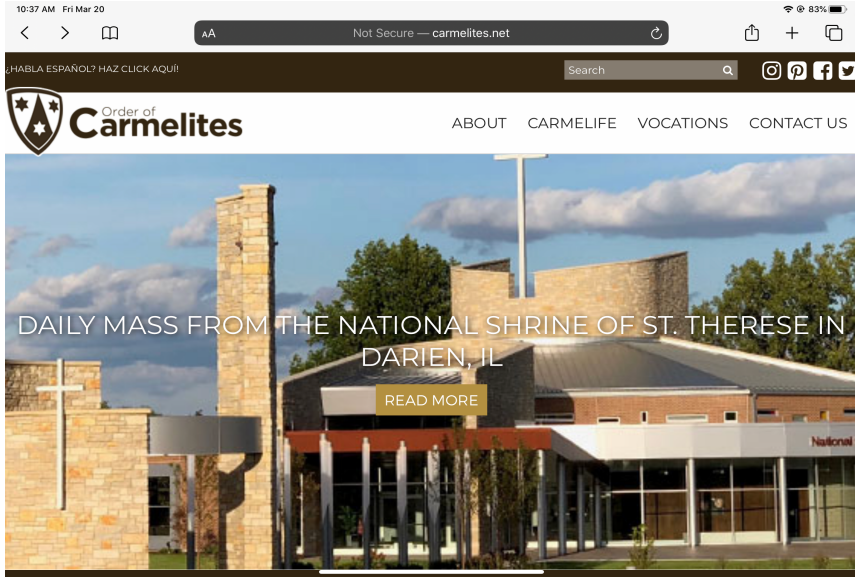
FIGURE 41 – TABLET VIEW OF THE HOMEPAGE
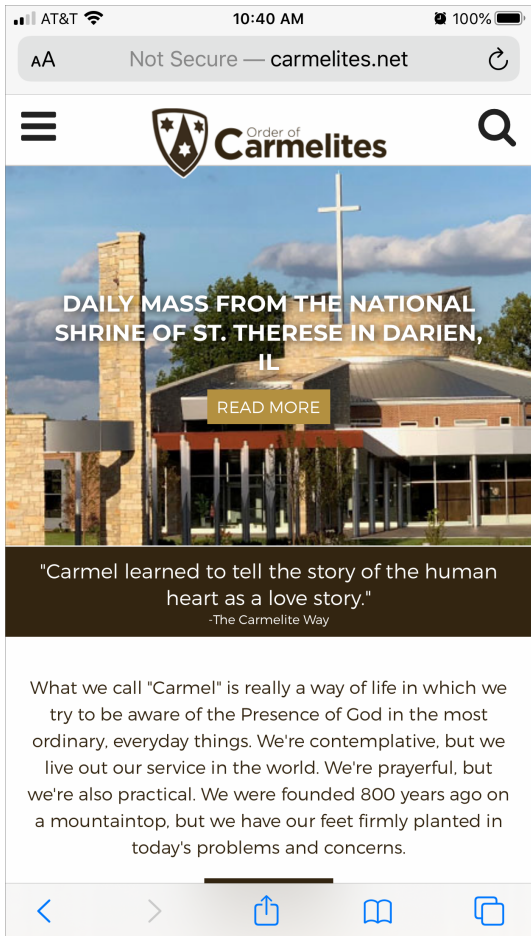
FIGURE 42 – MOBILE [PHONE] VIEW

This website is designed on a desktop computer using WordPress as the web design software. WordPress automatically reformats the site for viewing on other devices (responsive website design).

Overall, I feel any of these devices provides the user good access to the site. The desktop format and the tablet format are consistently identical for all the pages I visited; whereas, the mobile format is quite different for all those same pages. I found the navigation for these formats was user-friendly and never confusing. The automatic reformatting done by WordPress is done well across all these devices.

Differences in User Behavior by Device

Device Category	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	123,389 % of Total: 100.00% (123,389)	121,677 % of Total: 100.07% (121,597)	180,535 % of Total: 100.00% (180,535)	72.02% Avg for View: 72.02% (0.00%)	1.79 Avg for View: 1.79 (0.00%)	00:01:24 Avg for View: 00:01:24 (0.00%)
1. mobile	65,743 (53.52%)	65,072 (53.48%)	98,619 (54.63%)	75.82%	1.56	00:01:10
2. desktop	47,103 (38.35%)	46,871 (38.52%)	64,160 (35.54%)	67.73%	2.09	00:01:40
3. tablet	9,982 (8.13%)	9,734 (8.00%)	17,756 (9.84%)	66.39%	1.98	00:01:46

FIGURE 43 – USER BEHAVIOR ACROSS DEVICES

FIGURE 43 (above) indicates that the desktop user and the tablet user have lower and similar Bounce Rate values, higher and similar Pages/Session values and higher and similar Session Duration values than the mobile user.

I would say that those who are accessing www.carmelites.net through a desktop or tablet are 'higher quality' users than those who access the site through a mobile device.

FIGURE 44 (right) indicates that of the mobile users accessing the site, by far the largest number are using an iPhone, then the iPad. The Samsung rows are significantly less.

FIGURE 44 – MOBILE DEVICES BY BRAND ACCESSING WWW.CARMELITES.NET

Mobile Device Info	Acquisition
	Users ↓
	75,696 % of Total: 61.35% (123,389)
1. Apple iPhone	36,404 (47.81%)
2. Apple iPad	7,073 (9.29%)
3. (not set)	1,616 (2.12%)
4. Samsung SM-G950U Galaxy S8	1,066 (1.40%)
5. Samsung SM-G960U Galaxy S9	859 (1.13%)
6. Samsung SM-G930V Galaxy S7	597 (0.78%)
7. Samsung SM-G965U Galaxy S9+	556 (0.73%)
8. Samsung SM-G955U Galaxy S8+	553 (0.73%)
9. Samsung SM-N950U Galaxy Note8	518 (0.68%)
10. Samsung SM-N960U Galaxy Note9	443 (0.58%)

PART SEVEN: OBSERVATIONS AND RECOMMENDATIONS

On the Positive Side

 The website, www.carmelites.net, has a lot of plusses:
- Every page is branded with the Carmelite logo and the Carmelite colors of brown and white.
- The Carmelite logo appears on every page in the headers. Clicking on it brings the user to the homepage.
- Navigation is straightforward and generally user-friendly and user-intuitive. A strong plus is that the navigation tabs appear on every page as a header.
- Every page is attractive. There is a good mix of text, graphics, and white-space.
- The same font, Montserrat-Light, is the only font used on the site, and the font size is never too large nor too small.
- The URL of every page reflects the content of that page; and there is no tech-lingo in the site in the content or the meta-data.
- The Search option appears on every page in the header, and returns a useful '404' page.
- Content is well-written, informative, and is generally Carmelite-themed.
- There is a Spanish-language mirror site!
- There is a good access to the site across various devices (mobile, desktop, and tablet).

And Needing Improvement

The data coming from Google Analytics shows that this website is currently struggling. There was a 15% drop in users over the past year, and a 29% drop in the past three. There have been no 'conversions' from the 'Contact Us' page in the past three years. Here are some recommendation to rehabilitate this site:
- Most of the content is repeatedly recycled and there is little new content on the site. New content is critical! A plan needs to be developed to create new content and to refurbish current content. Visit successful religious order sites (Franciscans, Jesuits, Discalced) to see what is working on their sites.
- In January the Epiphany Blessing results in a huge bubble of users and 'quality' pageviews. This needs to be studied and new content developed modeled on the Epiphany Blessing.
- Maybe rethink the homepage's appearance. The 'God's Garden' image currently statically takes up all the 'above the fold' space.
- There are a few dead links in the Directory of Useful Carmelite Links section of the Contact Us page that need to be updated or deleted.

- Make the 'Sign Up For Our Email Newsletter' that appears on every page as a footer more engaging with a 'View our most recent issue' button, a testimonial from an avid reader, or 'Can be Canceled Anytime' line.
- Rewrite the top content pages to add some Carmelite flavor, or add a 'You May Also Like' selections at the bottom of these pages.
- Move "Carmelite Life" from the VOCATIONS tab and move it to CARMELIFE.
- The "About the Carmelites" should appear immediately under the ABOUT tab and not be a number of layers down.
- Keep the news (under the CARMELIFE tab) as timely as possible, and make sure it is truly news; for example, the serialized entries of the 'Stations of the Cross' are not news.
- Develop timely content; for example, adapt one of Saint Therese of Lisieux's tuberculosis prayers into a Prayer in this Time of Pandemic.
- Develop various promotional campaigns using the email addresses found in the Vocation Department database or the *Carmelite Update* newsletter database.
- Engage the viewer with microconversions; for example, Click to Add Someone to our Prayer List, or Click to Send $5 to Help Build a New Carmelite Convent in Nairobi' or Click to Receive the Daily 'God's Garden' in your email.
- Add all the missing SEO meta-data such as Page Descriptions, Alt-tags, etc.
- Reactivate www.facebook.com/carmelites and delete FB/carmelitesPCM.
- Research using Google Ads.
- Install and activate Site Search analytics.

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25-point Website Usability Checklist

Accessibility	Rating	Comments
1. Site load-time is reasonable	✓ ✓ ✗	All pages, including videos, load quickly
2. Adequate text-to-background contrast	✓ ✓ ✗	Good use of white space, no pages seem to be 'text heavy.
3. Font size/spacing is easy to read	✓ ✓ ✗	All pages appear easy to read
4. Flash & add-ons are used sparingly	✓ ✓ ✗	None seen
5. Images have appropriate ALT tags	✓ ✓ ✗	No images have ALT tags
6. Site has custom not-found/404 page	✓ ✓ ✗	The 'no results' page invites to the user to search again or go to top menu

Identity	Rating	Comments
7. Company logo is prominently placed	✓ ✓ ✗	Logo appears on the upper left corner of all pages
8. Tagline makes company's purpose clear	✓ ✓ ✗	no tag line
9. Home-page is digestible in 5 seconds	✓ ✓ ✗	Homepage is weak, offering no content except a Carmelite spiritual quotation.
10. Clear path to company information	✓ ✓ ✗	There is some confusion between top tabs and the dropdown menus
11. Clear path to contact information	✓ ✓ ✗	The last tab (of a set of four) is 'Contact Info' - path is good, content is weak

Navigation	Rating	Comments
12. Main navigation is easily identifiable	✓ ✓ ✗	Yes, main navigation consists of only four tab items (there is some mixup though)
13. Navigation labels are clear & concise	✓ ✓ ✗	One of those tab items is labled 'Carmelife' but the content there is not expected
14. Number of buttons/links is reasonable	✓ ✓ ✗	Overall, yes, except the About > Community tab which is very busy
15. Company logo is linked to home-page	✓ ✓ ✗	Yes -- found on all pages
16. Links are consistent & easy to identify	✓ ✓ ✗	Some dropdown menu items do not correspond to the main tabs.
17. Site search is easy to access	✓ ✓ ✗	Search option is prominent on all pages

Content	Rating	Comments
18. Major headings are clear & descriptive	✓ ✓ ✗	Overall, yes
19. Critical content is above the "fold"	✓ ✓ ✗	Not at all
20. Styles & colors are consistent	✓ ✓ ✗	Order's religious garment is brown & white; these are the theme colors of all pages
21. Emphasis (bold, etc.) is used sparingly	✓ ✓ ✗	Bold or exceedlingly large font sizes are never used
22. Ads & pop-ups are unobtrusive	✓ ✓ ✗	None
23. Main copy is concise & explanatory	✓ ✓ ✗	Mostly, yes - the exception is the About > Community which is busy & wordy
24. URLs are meaningful & user-friendly	✓ ✓ ✗	URL always states the tab or category name
25. HTML page titles are explanatory	✓ ✓ ✗	Page titles always state both the website name and the tab or category

APPENDIX 2 – SERP Results

G*o*gle   carmelites   ✕   🎤   🔍

🔍 All   🖼 Images   📰 News   📍 Maps   📖 Books   ⋮ More   Settings   Tools

About 5,420,000 results (0.75 seconds)

en.wikipedia.org › wiki › Carmelites ▾

Carmelites - Wikipedia

The **Carmelites**, formally known as the Order of the Brothers of the Blessed Virgin Mary of Mount Carmel (Latin: Ordo Fratrum Beatissimæ Virginis Mariæ de Monte Carmelo) or sometimes simply as Carmel by synecdoche, is a Roman Catholic mendicant religious order for men founded, probably in the 12th century, on Mount ...

Abbreviation: Carmelites (OCarm)   **Motto**: Zelo zelatus sum pro Domino Deo exer...
Headquarters: 138 Via Giovanni Lanza; Rome, ...   **Prior General**: Mícéal O'Neill

Discalced Carmelites · Lay Carmelites · Dialogues of the Carmelites · Mount Carmel

www.carmelites.net ▾

Order of Carmelites

-The **Carmelite** Way. What we call "Carmel" is really a way of life in which we try to be aware of the Presence of God in the most ordinary, everyday things. We're ...
The Carmelite Life · Contact Us · Blog · About

ocarm.org › ...

Home | THE WEBSITE OF THE CARMELITE ORDER ...

3) A reflection corner: casting a **Carmelite** eye over all that is happening and bring to peoples' attention some areas that we risk neglecting in the desire to deal ...

www.britannica.com › topic › Carmelites ▾

Carmelite | Definition, Meaning, & History | Britannica

Carmelite, one of the four great mendicant orders (those orders whose corporate as ... The early **Carmelites** were hermits: they lived in separate cells or huts and ...

www.littleflower.org › learn-about › the-order-of-carm... ▾

The Order of Carmelites | Society of the Little Flower - US

The **Carmelites** are a religious Order of Roman Catholic Priests and Brothers, who follow an 800 year-old tradition of spirituality. Their official title is, "The ...

cloisteredlife.com › carmelites ▾

Carmelites — Cloistered Life

The **Carmelite** Order began with a group of hermits who wished to lead a life like that of Elijah, the solitary one and the prototype of all hermits called to live a life of ...

APPENDIX 3   REFERRAL TRAFFIC

Order of Carmelites
Analytics Order of Carmelites

Channels

ALL » DEFAULT CHANNEL GROUPING: Referral   Jan 1, 2019 - Dec 31, 2019

All Users
2.45% Users

Explorer

Summary

● Users
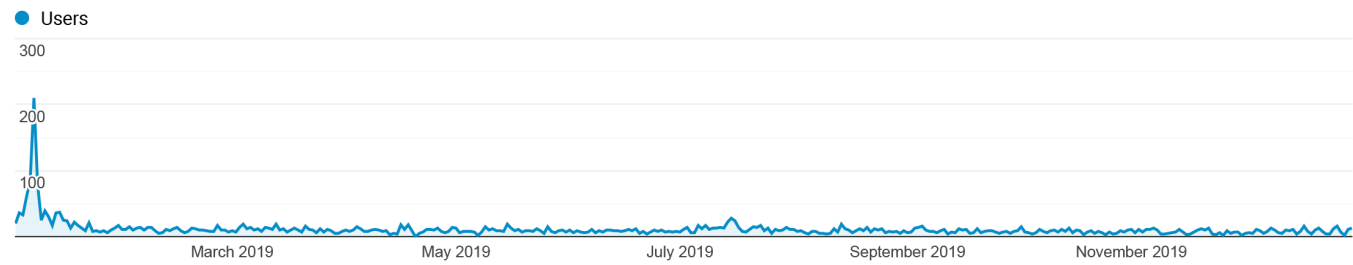
Source	Acquisition			Behavior			Conversions Goal 1: Contact Us		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Us (Goal 1 Conversion Rate)	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)
	3,017 % of Total: 2.45% (123,389)	**2,638** % of Total: 2.17% (121,597)	**4,459** % of Total: 2.47% (180,535)	**56.72%** Avg for View: 72.02% (-21.25%)	**2.78** Avg for View: 1.79 (55.14%)	**00:01:53** Avg for View: 00:01:24 (33.85%)	**0.00%** Avg for View: 0.00% (0.00%)	**0** % of Total: 0.00% (0)	**$0.00** % of Total: 0.00% ($0.00)
1. carmelnet.org	**445** (14.49%)	328 (12.43%)	630 (14.13%)	40.16%	4.36	00:03:27	0.00%	0 (0.00%)	$0.00 (0.00%)
2. en.wikipedia.org	**215** (7.00%)	196 (7.43%)	225 (5.05%)	78.67%	1.76	00:01:09	0.00%	0 (0.00%)	$0.00 (0.00%)
3. theolibrary.shc.edu	**205** (6.68%)	193 (7.32%)	249 (5.58%)	53.01%	3.16	00:02:23	0.00%	0 (0.00%)	$0.00 (0.00%)
4. duckduckgo.com	**196** (6.38%)	187 (7.09%)	239 (5.36%)	84.10%	1.32	00:00:39	0.00%	0 (0.00%)	$0.00 (0.00%)
5. en.m.wikipedia.org	**161** (5.24%)	155 (5.88%)	189 (4.24%)	78.84%	1.66	00:01:17	0.00%	0 (0.00%)	$0.00 (0.00%)
6. baidu.com	**128** (4.17%)	128 (4.85%)	128 (2.87%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
7. r.search.aol.com	**127** (4.14%)	122 (4.62%)	158 (3.54%)	63.92%	2.11	00:01:02	0.00%	0 (0.00%)	$0.00 (0.00%)
8. laycarmelitespcm.org	**107** (3.48%)	76 (2.88%)	149 (3.34%)	52.35%	3.34	00:02:03	0.00%	0 (0.00%)	$0.00 (0.00%)
9. vdyoutube.com	**106** (3.45%)	106 (4.02%)	106 (2.38%)	12.26%	1.88	00:00:15	0.00%	0 (0.00%)	$0.00 (0.00%)
10. carmelitas.org	**100** (3.26%)	46 (1.74%)	200 (4.49%)	44.00%	4.16	00:04:00	0.00%	0 (0.00%)	$0.00 (0.00%)
11. r.duckduckgo.com	**64** (2.08%)	61 (2.31%)	76 (1.70%)	65.79%	2.28	00:01:53	0.00%	0 (0.00%)	$0.00 (0.00%)
12. carmelitemedia.org	**61** (1.99%)	38 (1.44%)	120 (2.69%)	61.67%	2.07	00:01:31	0.00%	0 (0.00%)	$0.00 (0.00%)
13. olmlaycarmelites.org	**58** (1.89%)	38 (1.44%)	99 (2.22%)	60.61%	2.31	00:01:21	0.00%	0 (0.00%)	$0.00 (0.00%)
14. searchencrypt.com	**44** (1.43%)	42 (1.59%)	114 (2.56%)	42.98%	3.30	00:01:58	0.00%	0 (0.00%)	$0.00 (0.00%)
15. jesus-passion.com	**39** (1.27%)	39 (1.48%)	60 (1.35%)	20.00%	2.68	00:02:40	0.00%	0 (0.00%)	$0.00 (0.00%)
16. ph.search.yahoo.com	**37** (1.20%)	34 (1.29%)	71 (1.59%)	49.30%	2.23	00:01:21	0.00%	0 (0.00%)	$0.00 (0.00%)
17. us.search.yahoo.com	**37** (1.20%)	33 (1.25%)	39 (0.87%)	66.67%	2.82	00:00:35	0.00%	0 (0.00%)	$0.00 (0.00%)

38

	Source	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Conversion Rate	Completions	Value
18.	disq.us	**36** (1.17%)	35 (1.14%)	41 (0.92%)	73.17%	1.41	00:00:18	0.00%	0 (0.00%)	$0.00 (0.00%)
19.	uk.search.yahoo.com	**29** (0.94%)	28 (1.06%)	37 (0.83%)	62.16%	2.00	00:01:13	0.00%	0 (0.00%)	$0.00 (0.00%)
20.	carmelites.org	**26** (0.85%)	17 (0.64%)	37 (0.83%)	48.65%	3.24	00:02:50	0.00%	0 (0.00%)	$0.00 (0.00%)
21.	so.m.sm.cn	**25** (0.81%)	22 (0.83%)	26 (0.58%)	46.15%	1.96	00:00:10	0.00%	0 (0.00%)	$0.00 (0.00%)
22.	deoestgloria.com	**23** (0.75%)	21 (0.80%)	29 (0.65%)	37.93%	3.24	00:01:27	0.00%	0 (0.00%)	$0.00 (0.00%)
23.	ecosia.org	**23** (0.75%)	23 (0.87%)	24 (0.54%)	75.00%	1.46	00:02:37	0.00%	0 (0.00%)	$0.00 (0.00%)
24.	ca.search.yahoo.com	**22** (0.72%)	22 (0.83%)	23 (0.52%)	78.26%	1.87	00:00:49	0.00%	0 (0.00%)	$0.00 (0.00%)
25.	in.search.yahoo.com	**21** (0.68%)	21 (0.80%)	23 (0.52%)	73.91%	1.48	00:01:26	0.00%	0 (0.00%)	$0.00 (0.00%)
26.	yz.m.sm.cn	**21** (0.68%)	21 (0.80%)	23 (0.52%)	78.26%	1.52	00:00:11	0.00%	0 (0.00%)	$0.00 (0.00%)
27.	thespeakroom.org	**20** (0.65%)	18 (0.68%)	166 (3.72%)	41.57%	2.08	00:01:35	0.00%	0 (0.00%)	$0.00 (0.00%)
28.	liturgies.net	**19** (0.62%)	17 (0.64%)	41 (0.92%)	63.41%	2.41	00:01:58	0.00%	0 (0.00%)	$0.00 (0.00%)
29.	online.anyflip.com	**18** (0.59%)	18 (0.68%)	19 (0.43%)	89.47%	1.05	00:00:25	0.00%	0 (0.00%)	$0.00 (0.00%)
30.	stteresasf.org	**15** (0.49%)	14 (0.53%)	16 (0.36%)	81.25%	1.62	00:00:23	0.00%	0 (0.00%)	$0.00 (0.00%)
31.	m.baidu.com	**14** (0.46%)	14 (0.53%)	14 (0.31%)	71.43%	1.36	00:00:09	0.00%	0 (0.00%)	$0.00 (0.00%)
32.	thereseoflisieux.org	**14** (0.46%)	13 (0.49%)	15 (0.34%)	66.67%	2.80	00:02:12	0.00%	0 (0.00%)	$0.00 (0.00%)
33.	wap.sogou.com	**14** (0.46%)	14 (0.53%)	15 (0.34%)	66.67%	1.60	00:00:06	0.00%	0 (0.00%)	$0.00 (0.00%)
34.	brtom.org	**13** (0.42%)	12 (0.45%)	13 (0.29%)	92.31%	1.08	00:00:02	0.00%	0 (0.00%)	$0.00 (0.00%)
35.	cn.bing.com	**13** (0.42%)	12 (0.45%)	20 (0.45%)	70.00%	1.85	00:01:19	0.00%	0 (0.00%)	$0.00 (0.00%)
36.	forums.catholic.com	**13** (0.42%)	10 (0.38%)	16 (0.36%)	81.25%	1.56	00:00:14	0.00%	0 (0.00%)	$0.00 (0.00%)
37.	m.sogou.com	**13** (0.42%)	13 (0.49%)	14 (0.31%)	78.57%	1.43	00:00:07	0.00%	0 (0.00%)	$0.00 (0.00%)
38.	recongress.org	**13** (0.42%)	10 (0.38%)	15 (0.34%)	60.00%	2.40	00:00:36	0.00%	0 (0.00%)	$0.00 (0.00%)
39.	strapheng.org	**13** (0.42%)	13 (0.49%)	13 (0.29%)	69.23%	1.85	00:00:30	0.00%	0 (0.00%)	$0.00 (0.00%)
40.	aleteia-org.cdn.ampproject.org	**12** (0.39%)	12 (0.45%)	15 (0.34%)	80.00%	1.13	00:00:26	0.00%	0 (0.00%)	$0.00 (0.00%)
41.	abovetopsecret.com	**11** (0.36%)	11 (0.42%)	11 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
42.	carmelhs.org	**11** (0.36%)	9 (0.34%)	11 (0.25%)	36.36%	3.45	00:06:11	0.00%	0 (0.00%)	$0.00 (0.00%)
43.	carmelite-seculars-sydney.com	**11** (0.36%)	5 (0.19%)	13 (0.29%)	84.62%	1.15	00:00:02	0.00%	0 (0.00%)	$0.00 (0.00%)
44.	trentoncursillo.org	**11** (0.36%)	11 (0.42%)	12 (0.27%)	75.00%	1.42	00:01:35	0.00%	0 (0.00%)	$0.00 (0.00%)
45.	appleseeds.org	**9** (0.29%)	9 (0.34%)	9 (0.20%)	66.67%	1.78	00:00:32	0.00%	0 (0.00%)	$0.00 (0.00%)
46.	catholicnewbie.com	**9** (0.29%)	8 (0.30%)	10 (0.22%)	60.00%	1.50	00:00:25	0.00%	0 (0.00%)	$0.00 (0.00%)
47.	mail.yahoo.com	**9** (0.29%)	8 (0.30%)	9 (0.20%)	88.89%	1.11	<00:00:01	0.00%	0 (0.00%)	$0.00 (0.00%)
48.	thelaycarmelites.org	**9** (0.29%)	7 (0.27%)	9 (0.20%)	66.67%	3.00	00:00:42	0.00%	0 (0.00%)	$0.00 (0.00%)
49.	spiritualdirection.com	**8** (0.26%)	8 (0.30%)	21 (0.47%)	95.24%	1.19	00:01:09	0.00%	0 (0.00%)	$0.00 (0.00%)
50.	catholicicing.com	**7** (0.23%)	5 (0.19%)	8 (0.18%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
51.	dnserrorassist.att.net	**7** (0.23%)	5 (0.19%)	228 (5.11%)	6.58%	6.30	00:01:37	0.00%	0 (0.00%)	$0.00 (0.00%)
52.	ibn.adreach.co	**7** (0.23%)	7 (0.27%)	7 (0.16%)	42.86%	3.00	00:01:37	0.00%	0 (0.00%)	$0.00 (0.00%)
53.	moodle.cibi.ie	**7** (0.23%)	6 (0.23%)	12 (0.27%)	25.00%	5.67	00:06:51	0.00%	0 (0.00%)	$0.00 (0.00%)

54.	ocarm.org	7 (0.23%)	7 (0.27%)	7 (0.16%)	71.43%	3.29	00:01:12	0.00%	0 (0.00%)	$0.00 (0.00%)
55.	onlineblog.top	7 (0.23%)	2 (0.08%)	7 (0.16%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
56.	outlook.live.com	7 (0.23%)	5 (0.19%)	13 (0.29%)	69.23%	1.92	00:02:11	0.00%	0 (0.00%)	$0.00 (0.00%)
57.	searchingdog.com	7 (0.23%)	4 (0.15%)	9 (0.20%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
58.	alexandercummins.com	6 (0.20%)	5 (0.19%)	8 (0.18%)	87.50%	3.12	00:01:39	0.00%	0 (0.00%)	$0.00 (0.00%)
59.	loyalservant.com	6 (0.20%)	4 (0.15%)	7 (0.16%)	85.71%	2.00	00:01:35	0.00%	0 (0.00%)	$0.00 (0.00%)
60.	phatmass.com	6 (0.20%)	4 (0.15%)	6 (0.13%)	50.00%	2.67	00:01:50	0.00%	0 (0.00%)	$0.00 (0.00%)
61.	catholicallyear.com	5 (0.16%)	4 (0.15%)	5 (0.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
62.	churchoftheres.com	5 (0.16%)	5 (0.19%)	8 (0.18%)	87.50%	1.12	00:02:06	0.00%	0 (0.00%)	$0.00 (0.00%)
63.	edithsteinguild.com	5 (0.16%)	5 (0.19%)	5 (0.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
64.	enow.com	5 (0.16%)	4 (0.15%)	5 (0.11%)	60.00%	1.60	00:01:06	0.00%	0 (0.00%)	$0.00 (0.00%)
65.	info.com	5 (0.16%)	4 (0.15%)	5 (0.11%)	40.00%	11.80	00:08:34	0.00%	0 (0.00%)	$0.00 (0.00%)
66.	laycarmelitetx.org	5 (0.16%)	3 (0.11%)	5 (0.11%)	80.00%	1.60	00:00:24	0.00%	0 (0.00%)	$0.00 (0.00%)
67.	ourladymtcarmel.net	5 (0.16%)	3 (0.11%)	6 (0.13%)	83.33%	1.17	00:00:08	0.00%	0 (0.00%)	$0.00 (0.00%)
68.	qwant.com	5 (0.16%)	5 (0.19%)	6 (0.13%)	66.67%	1.83	00:00:38	0.00%	0 (0.00%)	$0.00 (0.00%)
69.	saintcd.com	5 (0.16%)	3 (0.11%)	5 (0.11%)	60.00%	1.40	00:00:12	0.00%	0 (0.00%)	$0.00 (0.00%)
70.	au.search.yahoo.com	4 (0.13%)	4 (0.15%)	5 (0.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
71.	carmelites.net	4 (0.13%)	0 (0.00%)	10 (0.22%)	60.00%	2.00	00:01:46	0.00%	0 (0.00%)	$0.00 (0.00%)
72.	catholicforum.com	4 (0.13%)	2 (0.08%)	6 (0.13%)	66.67%	1.83	00:00:31	0.00%	0 (0.00%)	$0.00 (0.00%)
73.	catholicmom.com	4 (0.13%)	2 (0.08%)	8 (0.18%)	87.50%	1.62	00:00:52	0.00%	0 (0.00%)	$0.00 (0.00%)
74.	cr.carmelites.net	4 (0.13%)	3 (0.11%)	4 (0.09%)	25.00%	5.50	00:01:29	0.00%	0 (0.00%)	$0.00 (0.00%)
75.	l.messenger.com	4 (0.13%)	4 (0.15%)	4 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
76.	laycarmelitesfl.org	4 (0.13%)	4 (0.15%)	4 (0.09%)	50.00%	1.75	00:06:54	0.00%	0 (0.00%)	$0.00 (0.00%)
77.	neitsimaarja.ee	4 (0.13%)	4 (0.15%)	4 (0.09%)	50.00%	2.50	00:01:37	0.00%	0 (0.00%)	$0.00 (0.00%)
78.	prayerbeyondwords.com	4 (0.13%)	4 (0.15%)	5 (0.11%)	60.00%	2.80	00:02:49	0.00%	0 (0.00%)	$0.00 (0.00%)
79.	results.dogpile.com	4 (0.13%)	3 (0.11%)	5 (0.11%)	80.00%	1.20	00:00:43	0.00%	0 (0.00%)	$0.00 (0.00%)
80.	sacredheartpinehurst.org	4 (0.13%)	4 (0.15%)	6 (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
81.	stjames-holt.org.au	4 (0.13%)	4 (0.15%)	4 (0.09%)	0.00%	2.25	00:03:27	0.00%	0 (0.00%)	$0.00 (0.00%)
82.	stmglendale.org	4 (0.13%)	4 (0.15%)	5 (0.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
83.	translatetheweb.com	4 (0.13%)	4 (0.15%)	5 (0.11%)	60.00%	2.00	00:03:08	0.00%	0 (0.00%)	$0.00 (0.00%)
84.	users.skynet.be	4 (0.13%)	4 (0.15%)	4 (0.09%)	0.00%	2.75	00:04:04	0.00%	0 (0.00%)	$0.00 (0.00%)
85.	adguard.com	3 (0.10%)	3 (0.11%)	4 (0.09%)	0.00%	6.75	00:06:24	0.00%	0 (0.00%)	$0.00 (0.00%)
86.	carmelite.org	3 (0.10%)	1 (0.04%)	4 (0.09%)	50.00%	1.75	00:00:22	0.00%	0 (0.00%)	$0.00 (0.00%)
87.	es.search.yahoo.com	3 (0.10%)	3 (0.11%)	4 (0.09%)	50.00%	3.00	00:05:26	0.00%	0 (0.00%)	$0.00 (0.00%)
88.	fathergreg.com	3 (0.10%)	2 (0.08%)	6 (0.13%)	50.00%	2.83	00:06:24	0.00%	0 (0.00%)	$0.00 (0.00%)

89.	frederickocds.com	**3** (0.10%)	3 (0.11%)	10 (0.22%)	60.00%	4.00	00:03:18	0.00%	0 (0.00%)	$0.00 (0.00%)
90.	housingwatch.com	**3** (0.10%)	1 (0.04%)	3 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
91.	intranet.carmelites.net	**3** (0.10%)	0 (0.00%)	5 (0.11%)	20.00%	7.60	00:06:28	0.00%	0 (0.00%)	$0.00 (0.00%)
92.	johnthebaptistmoora.com	**3** (0.10%)	2 (0.08%)	4 (0.09%)	75.00%	2.00	00:02:39	0.00%	0 (0.00%)	$0.00 (0.00%)
93.	kathpedia.com	**3** (0.10%)	3 (0.11%)	3 (0.07%)	33.33%	5.00	00:02:18	0.00%	0 (0.00%)	$0.00 (0.00%)
94.	mailchi.mp	**3** (0.10%)	2 (0.08%)	3 (0.07%)	66.67%	1.33	00:00:03	0.00%	0 (0.00%)	$0.00 (0.00%)
95.	mariansolidarity.com	**3** (0.10%)	3 (0.11%)	3 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
96.	patheos.com	**3** (0.10%)	3 (0.11%)	3 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
97.	raymondblog.top	**3** (0.10%)	3 (0.11%)	3 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
98.	search.earthlink.net	**3** (0.10%)	3 (0.11%)	3 (0.07%)	66.67%	3.67	00:04:15	0.00%	0 (0.00%)	$0.00 (0.00%)
99.	search.lilo.org	**3** (0.10%)	3 (0.11%)	3 (0.07%)	33.33%	3.67	00:03:17	0.00%	0 (0.00%)	$0.00 (0.00%)
100.	shraldlyu.pbworks.com	**3** (0.10%)	3 (0.11%)	5 (0.11%)	60.00%	1.60	00:03:39	0.00%	0 (0.00%)	$0.00 (0.00%)

Rows 1 - 100 of 253

APPENDIX 4   - TOP INBOUND LINKS (FROM MOZ.COM)

Inbound Links for	www.carmelites.net
Scope	pld
Sorted by	source_page_authority
Filters:	external+follow+not_redirect
Anchor text	all
Source PLD	all

URL	Title	Anchor Text
webdept.fiu.edu/%7Emirandas/bios1456-ii.htm	The Cardinals of the Holy Roman Church - Biographical Dictionary - Consistory of December 17, 1456	blessed john soreth 1394 1741
webdept.fiu.edu/%7Emirandas/bios1700.htm	The Cardinals of the Holy Roman Church - Biographical Dictionary - Consistory of June 21, 1700	I commend you my poor and my sick ones
search.aol.com/aol/image?query=%C3%81vila&imgty=face&fr2=p%3As%2Cv%3Ai%3A	Ávila - AOL Image Search Results	[no anchor text]
www.newliturgicalmovement.org/2012/07/carmelite-rite-in-troy-new-york.html	New Liturgical Movement: Carmelite Rite in Troy, New York	page 20
www.newliturgicalmovement.org/2012/07/carmelite-rite-in-troy-new-york.html	New Liturgical Movement: Carmelite Rite in Troy, New York	page 19
heavy.com/news/2015/01/king-abdullah-dead-bin-abdulaziz-al-saud-saudi-arabia-wife-wives-children-brother-new-bio-age-united-states-allly-al-qaeda-net-worth/		300,000 to help rebuild a school in new orleans after hurricane Katrina hit
carmelnet.org/	Order of Carmelites	PCM	Vocations - USA
carmelnet.org/	Order of Carmelites	PCM	Member Intranet
carmelnet.org/	Order of Carmelites	PCM	Member Intranet
carmelnet.org/	Order of Carmelites	PCM	Vocations - USA
www.appleseeds.org/relig/fav.htm	Catholic Church Teachings, Catholic Social Teachings, Catholic Prayers, VvirBoethics, Saints, Spiritual Devotions, Catechetics, Ministry Resources	Practicing Prayer Daily Disconnect
www.appleseeds.org/relig/fav.htm	Catholic Church Teachings, Catholic Social Teachings, Catholic Prayers, VvirBoethics, Saints, Spiritual Devotions, Catechetics, Ministry Resources	Practicing Prayer Daily Disconnect
catholicblogs.blogspot.com/	Catholic Blog Directory	Daily Disconnect
blog.dnevnik.hr/blogbezgresne/	Blog bezgresne	Carmelites.net
blog.dnevnik.hr/blogbezgresne/	Blog bezgresne	carmelites.net
blog.dnevnik.hr/blogbezgresne/2011/11/index.html	Blog bezgresne	Carmelites.net
blog.dnevnik.hr/blogbezgresne/2011/11/index.html	Blog bezgresne	carmelites.net
blog.dnevnik.hr/blogbezgresne/2011/11/16296640375/bozje-je-milosrde-vece-nauka-sv-terezije-od-djeteta-isusa-o-cistilistu.html	"Boje je milosre veel" NAUKA SV. TEREZIJE OD DJETETA ISUSA O ISTILITU - Blog bezgresne - Blog.hr	Carmelites.net
blog.dnevnik.hr/blogbezgresne/2011/11/16296640375/bozje-je-milosrde-vece-nauka-sv-terezije-od-djeteta-isusa-o-cistilistu.html	"Boje je milosre veel" NAUKA SV. TEREZIJE OD DJETETA ISUSA O ISTILITU - Blog bezgresne - Blog.hr	carmelites.net
www.carmelnet.org/	Order of Carmelites	PCM	Vocations - USA
www.carmelnet.org/	Order of Carmelites	PCM	Member Intranet
www.carmelnet.org/	Order of Carmelites	PCM	Member Intranet
www.carmelnet.org/	Order of Carmelites	PCM	vocations usa
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8		http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8		http://www.carmelites.net/podcast
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8		http://www.carmelites.net/podcast
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8		http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8/DirEpisode_page/10	Daily Disconnect Podcast: A Daily Carmelite Prayer Experience	Podbean	http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8/DirEpisode_page/10	Daily Disconnect Podcast: A Daily Carmelite Prayer Experience	Podbean	http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8/DirEpisode_page/10		http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8/DirEpisode_page/6/DirEpisode_page/5		http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/7/DirEpisode_page/4		http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/7/DirEpisode_page/10		http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8/DirEpisode_page/8/DirEpisode_page/6	Daily Disconnect Podcast: A Daily Carmelite Prayer Experience	Podbean	http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/7/DirEpisode_page/7/DirEpisode_page/6	Daily Disconnect Podcast: A Daily Carmelite Prayer Experience	Podbean	http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/7/DirEpisode_page/7/DirEpisode_page/6	Daily Disconnect Podcast: A Daily Carmelite Prayer Experience	Podbean	http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/7/DirEpisode_page/7/DirEpisode_page/8		http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/7		http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/7		http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/7		http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect%20Podcast%20A%20Daily%20Carmelite%20Prayer%20Experience		http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect%20Podcast%20A%20Daily%20Carmelite%20Prayer%20Experience		http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect%20Podcast%20A%20Daily%20Carmelite%20Prayer%20Experience		http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8/DirEpisode_page/6		http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8/DirEpisode_page/6		http://www.carmelites.net/podcast/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/8/DirEpisode_page/6		http://carmelites.net/
www.podbean.com/podcast-detail/fg3kxq=4023d/Daily+Disconnect+Podcast:+A+Daily+Carmelite+Prayer+Experience/DirEpisode_page/9/DirEpisode_page/3		http://www.carmelites.net/prayer/pray-with-us/
users.skynet.be/intentions.prieres/prayer_request.htm		Prayer request, prayer intention, healing request,reiki request portal
users.skynet.be/intentions.prieres/prayer_request.htm		Prayer request, prayer intention, healing request,reiki request portal
appleseeds.org/RELIGFAV.HTM	Catholic Church Teachings, Catholic Social Teachings, Catholic Prayers, VvirBoethics, Saints, Spiritual Devotions, Catechetics, Ministry Resources	Practicing Prayer Daily Disconnect

Spam Score	PA	DA	Linking Domains to Page	Target URL	Link Type	Link State	Date First Seen	Date Last Seen	Date Lost	HTTP Status Code	Links to Page	Outbound Domains from Page	Outbound Links from Page
26%	49	75	37	carmelites.net/cc/issues/vdn32.php	follow	active	2017-09-24	2020-02-11	--		130	40	65
26%	47	75	21	www.carmelites.net/news/paoli.html	follow	active	2017-06-01	2019-12-24	--	200	51	25	38
2%	44	64	0	www.carmelites.net/wp-content/uploads/2015/10/Teresa_D_Avila_1_CROP_405px.jpg	follow	active	2018-03-11	2018-03-14	--	200	2	34	47
2%	42	62	58	www.carmelites.net/cc/issues/vol1/s2/20.php	follow	active	2017-08-30	2020-02-17	--	200	133	103	299
2%	42	62	58	www.carmelites.net/cc/issues/vol1/s2/19.php	follow	active	2017-09-04	2020-02-17	--	200	133	103	299
--%	41	88	3	www.carmelites.net/cc/issues/vol3/King-Abdullah.php	follow	active	2017-08-30	2020-02-04	--		15	11	21
6%	41	40	155	carmelites.net/	follow	active	2017-02-15	2020-02-16	--	200	1245	11	18
6%	41	40	155	ritzcarl.carmelites.net/cec/	follow	active	2019-05-11	2020-02-16	--	200	1245	11	18
6%	41	40	155	ritzcarl.carmelites.net/	follow	active	2019-05-11	2020-02-16	--	200	1245	11	18
6%	41	40	155	www.carmelites.net/	follow	active	2016-04-22	2020-02-16	2017-04-03	200	1245	11	18
17%	40	50	44	www.carmelites.net/prayer/pray-like-a-carmelite/daily-disconnect/	follow	active	2016-04-25	2020-01-20	2017-12-13	200	1832	602	1451
17%	40	50	44	www.carmelites.net/daily-disconnect-podcast/	follow	active	2017-04-02	2020-01-20	2017-12-13	200	1832	602	1451
31%	40	30	390	www.carmelites.net/multimedia/	follow	active	2016-09-29	2020-02-17	--	200	116459	1946	2002
1%	40	72	0	www.carmelites.net/	follow	active	2017-12-11	2019-07-21	--	200	1	186	441
1%	40	72	0	carmelites.net/	follow	active	2017-12-11	2020-02-13	--	200	1	186	441
1%	40	72	0	carmelites.net/	follow	active	2018-01-07	2019-05-17	--	200	3	186	441
1%	40	72	0	www.carmelites.net/	follow	active	2018-01-07	2020-02-13	--	200	3	186	441
1%	40	72	0	carmelites.net/	follow	active	2017-12-30	2019-09-21	--	200	5	186	441
1%	40	72	0	www.carmelites.net/	follow	active	2017-12-30	2020-02-13	--	200	5	186	441
6%	40	40	449	www.carmelites.net/	follow	active	2017-02-14	2019-12-24	2017-02-28	200	2375	11	18
6%	40	40	449	ritzcarl.carmelites.net/cec/	follow	active	2019-03-24	2019-12-24	--	200	2375	11	18
6%	40	40	449	ritzcarl.carmelites.net/	follow	active	2019-03-24	2019-12-24	--	200	2375	11	18
6%	40	40	449	www.carmelites.net/	follow	active	2016-04-29	2020-02-13	2017-04-02	200	2375	11	18
1%	40	66	0	carmelites.net/	follow	active	2016-07-25	2016-07-25	--		2	8	12
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-10-19	2020-01-31	--		2	8	12
1%	40	66	0	ritzcarl.carmelites.net/cec/	follow	active	2016-07-25	2016-07-25	--		2	8	12
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-04-05	2020-02-13	--		2	8	12
1%	40	66	0	carmelites.net/	follow	active	2017-04-16	2017-04-16	--		2	7	10
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-05-01	2017-10-11	--		2	7	10
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-11-13	2016-02-13	--		2	7	10
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-11-17	2017-11-17	--	200	1	6	7
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-09-15	2017-09-15	--	200	1	6	7
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-09-15	2020-02-13	--	200	1	6	7
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-04-23	2017-09-30	--		2	6	6
1%	40	66	0	carmelites.net/	follow	active	2016-07-20	2017-09-08	--		2	6	6
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-09-08	2017-09-08	--		2	5	7
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-04-05	2020-02-13	--		2	5	7
1%	40	66	0	carmelites.net/	follow	active	2017-08-20	2017-08-20	--		2	5	7
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-08-20	2020-02-13	--		2	5	7
1%	40	66	0	carmelites.net/	follow	active	2017-04-29	2017-09-02	--		2	5	7
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-04-29	2017-09-02	--		2	5	7
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-04-29	2020-02-13	--		2	5	7
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-11-15	2017-11-15	--		2	5	7
1%	40	66	0	www.carmelites.net/podcast/	follow	active	2017-11-15	2017-11-15	--		2	6	6
2%	40	87	1	www.carmelites.net/prayer/pray-with-us/	follow	active	2017-01-05	2020-02-24	--	200	4	360	459
2%	40	87	1	www.carmelites.net/about/prayer/&/prayer-without-us/	follow	active	2017-04-07	2020-02-24	--	200	4	360	459
17%	38	50	20	www.carmelites.net/prayer/pray-like-a-carmelite/daily-disconnect/	follow	active	2017-06-07	2020-02-12	--	200	160	605	1454

God's Garden, March 3, 2020

The geographic Mount Carmel that we take our Carmelite name from is a mountain range along the Mediterranean in Israel. It is a green oasis surrounded by desert; hence, its name "Carmel," which means "the Garden of God" in Hebrew. The metaphorical Carmel is a way of life, our disposition as we make our spiritual path up Mount Carmel. The … Read more.

What a great thing GOD'S MERCY is… the more I receive it, the more I fall into his debt. — St. Teresa of Avila

Book Review: The Life of Saint Teresa of Avila, by Carlos Eire

The Life of Saint Teresa of Avila by Carlos Eire | Princeton University Press, 2019 (280 pp). This book, The Life of Saint Teresa of Avila, should be renamed The Life of the Life of Saint Teresa of Avila. Why? Because the book is a more about Saint Teresa's autobiography, The Book of Her Life (oftentimes shortened to Vida in Spanish … Read more.

The Daily Disconnect Podcast: March 6, 2020

A brief, Catholic, daily prayer experience of simple faith in the Carmelite tradition. The Daily Disconnect is a daily podcast focusing on the exercise of prayer from a Catholic Carmelite perspective.

Read more.

APPENDIX 6 – Device Trends | Mobile, Desktop, Tablet

Worldwide Percentage Usage
Desktop vs Mobile vs Tablet
January 2009 - February 2020

statcounter

Legend: Desktop, Mobile, Tablet

United States Percentage Usage
Desktop vs Mobile vs Tablet
January 2009 - February 2020

statcounter

Legend: Desktop, Mobile, Tablet