

# Project Launch

CHRISTIAN RETREATS NETWORK



[www.christianretreatsnetwork.org](http://www.christianretreatsnetwork.org)

## PATIENCE IS A VIRTUE—BUT WAITING FOR A WEBSITE TO LOAD IS NOT

Load time is the no-go time.

Staff and event planners of the Christian Retreats Network (CRN) were frustrated with the slow-loading CRN websites. Experts say that webpages that take longer than 2 seconds to load will drive away about half of your audience.

CRN, located in Carlinville, Illinois, provides venues for Christian events at eight locations. Once the sites did load, they presented users with a busy display of multiple fonts, a broad color palette and a scrolling buffet of information.

In addition to the slow load times, CRN staffers were maintaining each location website using a popular online website tool that took significant staff time to use. As a result, the CRN webpages were not optimized to give users the best experience.

**Enter LRS® Web Solutions...**

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Our developers efficiently engineered the eight sites so they are mobile friendly, load faster and include cool rollovers and simplified navigation. Using the LRS Antilles Content Manager content management system, the CRN staff can now easily manage their content in less time.



When working with multiple locations and event planners, CRN has lots of forms to keep everything organized. An easy-to-use form builder, included within the LRS Antilles web software, lets the CRN staff easily build the forms on their own and easily share the data with their Customer Relations Management (CRM) company.



Our designers softened the color palette, simplified the fonts and added better photography, giving the site a more attractive visual presentation.

We all hate waiting, and in this era of short-attention spans, website load speed matters. A slow-loading website (that is, longer than 1 or 2 seconds) can cost you customers.

## How fast does your website load?

Talk to Jeff Enlow at LRS Web Solutions for a free consultation and see how fast we can make your website go.

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