

Message unveils more user-friendly, redesigned website

BY BRIAN BLACKWELL
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ALEXANDRIA – Continuing efforts to improve its footprint on the Internet, the *Baptist Message* launched a redesigned website June 4 offering a variety of features making baptistmessage.com easier to navigate and a better complement to Louisiana Baptists' newspaper.

"The digital redesign is a great improvement, incorporating new features that make the online *Baptist Message* a better partner for the print edition," said Will Hall, who recently joined the newsjournal as editor.

"But also, it reflects well on the professionalism and commitment of the news staff for completing such a large change effort while in the midst of a leadership transition," said Hall. "It's exciting to be joining this

Baptist Message team."

The new features include a more user-friendly presentation of articles, a PDF version of the print edition and an improved archives section that allows searching for articles by descending order of date whether published in print or online.

Video clips may be added to articles, and users may now comment on reports and easily share stories through social media links such as Twitter and Facebook.

The new website also



offers new advertising possibilities.

Churches, businesses and others can take advantage of a pop-up ad option on the website and benefit from reduced prices when they advertise in both print and online.

Craig Beeman, a *Baptist Message* trustee and pastor at First Baptist Church in Winnsboro, said he is especially excited about the

improved archives section and said with each revision the website keeps getting better and better.

"In the times in which we live,

a business, ministry or even a church does not exist if it has no web presence," said Beeman, who in December becomes the next chairman of the *Baptist Message* board of trustees. "As the *Baptist Message* continues to reach out through the Internet, its reach will span much further than any print subscription could. I am excited for the future of the paper.

"In our day and age of getting to news quickly, the new website for Louisiana *Baptist Message* subscribers will certainly allow one to find the Baptist news they wish to find in a quick, clean and refreshed way," he added. "I am excited for subscribers to see what awaits them on the website."

Access to the website is included in the cost of a print subscription.

Users who already have a password do not need to request a new one.

Those with a paid print subscription who do not possess a username and password need only contact the *Baptist Message* office to get a password.

For more information on the new website, subscription options or advertising services, visit baptistmessage.com or call 318.442.7728.



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