

It's Time to Update Your Website!

Most business owners understand the importance of investing in an attractive and informative website, but they don't all realize that you need to update your website to keep it relevant and current. Here is why you may be due for an update:

1. You need to increase engagement with customers

One of the most important reasons to update your website is to create a constant stream of communication with your customers. A static website that has standard information that your customers have already seen won't inspire them to engage with you or revisit, but a regularly updated website that provides high-quality content will.

2. You need better search engine performance

Organic traffic is hugely important when it comes to sustaining a successful business website and one of the top ways to help your business website gain organic search engine traffic is by keeping it updated with new content. The reason for this is because search engines typically pay much more attention to websites that are regularly updated than those that are not and updating your website with new content gives search engines more chances to index the pages on your website.

3. Are your customers leaving for competitors?

The key to long-term success for any business is to consistently provide value to your customers. You want your customers to return to your site as often as possible and if you make no changes, there will be no reason for them to do that. You want your customers' loyalty and providing them with new and relevant information will help that process.

4. Are you using it as a tool to gather data on prospects?

It's natural to look at your business website as a great marketing tool, but another way to use it is as a tool for gathering valuable marketing data. What better way to learn the buzzwords, topics, news, and industry information that current & potential clients want than by seeing what they are viewing the most. You should be updating content and paying close attention to analytics so you can use this information to take your marketing to another level.

5. Give the best impression of your brand – Have you updated your brand?

And finally, one of the top reasons to update your website design and content is that you want to keep your brand foremost in clients' and prospects' minds. Making smart updates to your website shows that your company cares about its brand, values staying informed about current events, and truly cares about their customers and the information they are providing.

It may not just be about your website. You probably want to look at your brand and see if it is time to do a complete overhaul keeping yourself modern and distinguishing yourself from your competition.