

## Prioritizing Your Web Presence Updates Equal Traffic

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The World Wide Web is just as it sounds; endless. Each day there are new and exciting options for your business on the internet. We've covered our basis of the major social media, Twitter and Facebook, and I'm happy to see that some of you have taken my advice and pursued these avenues. We've also talked about advertising on the internet and the importance of keeping your website up to date.... But.... The last item, updating, I'm not sure everybody understands the importance of that task.

The following is a list of some of the components that need to be routinely maintained and managed.

- **Timely Content**
  - *Events, Newsletters, Specials, Calendars/Schedules*
- **Graphic Changes**
- **Technical Upgrades**
- **Deleting/Adding/Updating Links as required**
- **Checking Search Engine Rankings**

Maintenance must be done on every Internet site. These changes, even when minor, maintain or increase visitor traffic and keep your rankings as high as possible in the Search Engines.

Not to mention, updating frequently and routinely gives your visitors the impression that you run a dynamic and innovative business/organization. This feeling is what ensures return viewers and helps attract new-comers to your site.

Now, I understand there are some common misconceptions about updating and I want to clear them up at this time.

1. Maintenance is defined as keeping your website content current and is not intended to be a complete redesign or revitalization. It's literally a matter of making minor adjustments so that your website is re-submitted to search engines such as Google and Yahoo in a timely fashion.
2. I'm not talking weekly. Updates can be done monthly or bi-monthly... even quarterly if you prefer. The goal is to make sure SOME updates get done for the reasons I mentioned above. After all, what good is your website if it's not getting the traffic you desire?
3. Updates do not have to be done to every page. The site will still be better off if your changes are only made to the home page, the contact page or gallery if you have one. It's not intended to be a huge undertaking. So don't worry, IT IS EASY.

My goal here is to give you a better idea of *WHY* updates are important, and as your webmaster, I feel it's my duty to help you see the bigger picture. It's all about traffic and traffic is what generates sales for your business or the recruitment of new clients and sponsors. Please do not ignore your website, you've worked hard to ensure you have a web presence and I am here to ensure your website is a successful and vital part of your business or organization.

If you have additional questions or comments about this topic or others, as always, send me an email [creative@heathercroweduthie.com](mailto:creative@heathercroweduthie.com)

Happiness to all; Heather D

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