



## Why is it necessary to update a website?

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**Websites** are often created and neglected, providing out of date news, service information, and contact details to consumers. It is just as important for a business to update a website as it is for the business to develop one. Updated websites can greatly increase the success of a company.

A website is in need of an update if it doesn't measure up to other media distributed by a business: newsletters, business cards, pamphlets. The website may also need an update if it has kept the same format and content for more than one year, if the number of visitors to the site has remained constant for a fixed period of time, or if the website is incomparable to the websites of other businesses offering similar services.

### **Benefits of updating a website:**

#### **Attract new and existing clients**

Consumers who enjoy the content of a website will most likely revisit the site, and seek the services offered by the business. Updated websites provide the most up to date information on a specific service, allowing a new or existing client to develop confidence in the service and develop trust in the company.

#### **Improve functionality and content for consumers**

Updating a website allows the business to listen to consumers, create a site that is user friendly, and make the services offered easier to access. The information on the site can be altered to deliver information relevant to consumers. The plan for the redesign will be formatted from market research performed on the website.

#### **Reflect the market position of the business**

A website update can reflect the current standings of a business. This update can also reflect future goals, which aid in showing growth among the company.

#### **Maintain the reputation of the business**

Consumers can always recognize out of date information on websites. Regardless of the success and reliability of services, businesses can gain a bad reputation by maintaining invaluable information on their sites.

#### **Promote an event or new service offered**

Updates are a great way to promote or launch services offered by a business. They are great way to reconnect with clients, by introducing the new site and services.

#### **Get linked and indexed by other sites and search engines**

Updating a website can allow a business to be linked by other sites. This is a great way to increase flow of visitors to the website. Links to a website can also dramatically improve the site's search engine ranking. Regular changes to a website will also cause the site to be indexed several times a month by search engines, making the site easily accessible to consumers in need of the service.

#### **Stay ahead of competition**

Regular updates to a website give a business an advantage over other businesses that don't maintain their websites.