



Fresh Content is King

If you neglect your website

Your website will neglect your business

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If your business is like many others, you developed an Internet marketing strategy designed to generate sales leads or to sell more of your products. Then you built a user-friendly, highly optimized website and launched it for potential customers to see. Your site has been indexed by Google and other search engines and prospects are beginning to find your business on the Internet.

Not only are they beginning to find your business, they're beginning to contact you and you've got a few leads. Maybe not huge leads, at this point, but a few of these leads have turned into sales.

Your Internet marketing strategy is beginning to work and now you've got a choice to make.

You can keep adding fresh, relevant content (like your Internet marketing firm recommended) or you can let your website run on autopilot. This important decision can determine whether your website makes you money or turns into a missed opportunity.

Let's take a look at the likely outcome of both decisions.

Option #1: Continue to Add Fresh, Relevant Content to your Website

It's important to note that the search engines, such as Google, Yahoo, etc., recognize and reward fresh, relevant content. They like fresh content because Internet searchers like fresh content. And the search engines want to insure that searchers can easily find information that meets their needs.

The search engines show their appreciation by taking content into account when ranking websites for applicable keywords or keyword phrases. Adding new content on a consistent basis can lead to higher search engine rankings. The higher the ranking, the better the visibility, which leads to a larger number of qualified prospects visiting your site. And more visitors equate to more leads and more leads correlates to more sales.

This formula works over time, when applied correctly. Just ask your competitors who are on page one of Google.

Option #2: Let your Website Run on Autopilot

This may be the easiest approach, but in most cases this alternative leads to missed opportunities.

Search engines view fresh content as favorable and they take the opposite position for websites that aren't updated. The search engines consider this to be a sign of neglect over time and the last thing they want to do is to offer outdated information to their client, the Internet searcher.

As a result, Google and the other search engines continue to move less-updated websites further and further down the rankings list, which means that fewer and fewer potential customers will find those sites.

This equates to fewer leads and/or sales and the money that was invested into the development of the Internet marketing strategy and website is not delivering the return on investment that is possible.

Fresh Content = ROI

Fresh content is king on the Internet and it pays (literally!) to add relevant content to your website on a consistent basis. By doing so, your company should realize more leads and more sales, which is the reason that most organizations invest in the development of an Internet marketing strategy in the first place.

DLC&A Internet Marketing is a Twin Cities-based Internet marketing firm. They develop and implement search engine friendly Internet marketing strategies that generate sales leads and revenue for small and medium-sized businesses.

For additional information, please contact 763-242-2454 or info@dlcainternetmarketing.com or visit DLC&A online at www.dlcainternetmarketing.com.