



Web Site Content –The Importance of Being Current

When was the last time that you did a thorough review of the content of your web site to ensure that its content was current, accurate and consistent?

A typical web site contains outdated material or lacks the most recent marketing and corporate information within 3 months of being launched. A quick review of corporate web sites will show that many sites haven't been updated in years! **The most common reason for this is that the ongoing responsibility for maintaining web site content is not specifically assigned to anyone.** If it is assigned, rarely is it considered a priority to which time is allocated on a weekly or monthly basis.

Web site development is commonly seen as a project. If the site is developed and hosted internally, the IT department is most likely responsible but their concern is server uptime not content. If the development and hosting has been outsourced, a similar situation exists whereby the ongoing concern and what is provided through the maintenance contract is uptime and redundancy in the case of a server failure.

Why should you be concerned if your web site isn't up to date?

Your company's web site is the 'public face' of the company and the primary source of initial information for prospective purchasers of your products and services. Existing customers often visit a supplier's site to look for new developments and news. **Stale and incorrect information leads to lost confidence and frustration for prospects and clients.** *Is so little happening at your company that you have nothing to add to your site on a monthly basis?*

You should also look to your web site to see if you have consistency in your messaging. *Is your value proposition consistent and at the forefront of each of the marketing materials on your web site and with the web site content itself?* If not, visitors to the web site will not get the message that you intend.

Web sites are a lot like automobiles;

- they can range in price fantastically,
- they can have specific uses,
- they are most impressive and most useful when properly maintained.

Don't assume that your monthly web site "maintenance" fee provides anything more than a guarantee of up time. Your maintenance fee buys you a 24 hour a day presence but the impact of that presence requires maintenance as well. **If you want to guarantee impact, call Moddocs.**