

Website Maintenance: How often should I update my website?

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UPDATED: *This post gets a LOT of traffic lately and we wanted to update a few things to provide the most relevant and helpful information possible.*

The short answer is “**as often as there is anything worth updating!**” The problem we run into, however, is deciding what is worth updating. Website maintenance is about more than just your “news and events” page. Let’s face it – when you run a business, you have news. You have: new products, staff changes, announcements, policy changes, new services, warnings, tips – the list goes on. You have things to talk about! **You really should make a point to update something on your website at least once a week.** Let’s review a few reasons why, and some suggestions of WHAT to update.



Your clients really DO want to see your updates.

Making website updates has nothing to do with vanity or tooting your own horn – not that there is anything wrong with that. Many people hesitate to put news out about themselves or their company because they place themselves last. The customer comes first, after all. Whether they are afraid updates appear to be shameless self-promotion, or they simply don’t want to take time away from their customers, their own website takes the back seat. **Website Maintenance is a crucial foundation in any marketing strategy.** Google ignores your website if it isn’t updated. Viewers get a bad impression if there is old data on your website. This isn’t about tooting your own horn, this is about making sure your website is visible when your potential customers are searching.

Update your website to make it more interesting to read.

Your website viewers probably have more interesting things they COULD be reading. They came to your website because they were looking for information. Make sure you have what they are looking for on your website. When you add new products or services, make sure you put it on your website. **A good website maintenance strategy will ensure you never lose a potential customer because you didn’t have the right information online.**

Update your website to make a good first impression.

They may seem like silly things, but the Copyright 2002 in your footer makes a bad first impression. Having the latest post on your blog page several years old makes a bad first impression. You see the pattern here. Your customers want to do business with whoever they perceive to be the best. Having a bunch of outdated posts, wrong dates, staff members who don’t work there anymore – they all make a very bad first impression. **Having outdated items on your website is like standing up to speak with a giant food stain on your shirt – your audience is too busy looking at the stain to listen to your message!**

Are you able to update your own website?

It is certainly more cost effective if you can update your own website. To do this, your site should be built using a Content Management System that makes updates and changes easy. If your website is old, or does not have a content management system, check out our one-week website redesign plans. You could be up and running with a brand new website in no time!

What kinds of things should I update?

Too many times, a business owner has a hard time getting started, knowing even WHAT to update on their website. We will close this post out with a list of things you should regularly update. For more ideas on what kinds of updates to make, we created another post about that very thing! [Updating a Website: 23 Detailed Ideas](#).

- **Blog:** If you don't have a blog, you need one. Voice your opinions on your products, competing products, offer expertise, etc. This builds your credibility while also increasing your search presence.
- **News:** Much like a blog, your news section will be a running list of important announcements. Fill news with items such as recent awards, innovations, new hires, new promotions and new products or services.
- **Staff Directory:** People like to see faces. Have a page with pictures and short bios of the people your customers will be interacting with. The flip side of this – if someone leaves or changes, keep this updated!
- **Home Page:** Your home page should change to reflect changes within the site. Put the latest blog post or news item teaser on the home page. Change out your header images. More importantly – place Calls to Action (CTAs) on your home page that lead the user deeper into your site. For instance, a graphic CTA that invites the user to “Click here for a free demo”. CTAs keep traffic moving.
- **About Page:** These are the business cards of the website world. Sometimes people actually read them – so if your about page says “we were founded in 1998 and have been in business 10 years”, then you are several years behind. Pay attention to anything that has a date on it. Longevity statements are great for building credibility, but if they are outdated, you have defeated the purpose.
- **FAQs:** These are kind of old fashioned, but people do still use them. A good set of frequently asked questions can save some annoying phone calls. Use these to weed out the audience you DON'T want to call.
- **Products & Services:** For goodness sake, if you add, remove, or enhance a product or service, put it on your website! This is key for getting the right kind of search traffic.
- **Testimonials & Case Studies:** Word of mouth is still the best form of advertising. If you make a customer happy, get them to tell you about it. Then put it on your website!

If you can't do it yourself, find a website maintenance partner

These are just a sample of things that should be updated regularly. If you don't have the ability to make these updates yourself, you should find a partner that offers website maintenance services. Keep in mind – what might take several hours for you to do (you likely aren't a web designer), a web professional might be able to complete in just a few minutes! Having a website maintenance partner lets you focus on what you love, and do best – while leveraging the strength and expertise of the web professional to keep your website in tip-top shape.

About the Author

Marcus Ledbetter has been in the Web Design and Internet Marketing field for over 15 years, and founded ITD Interactive in the spring of 2010 in partnership with ITdecisions of Johnson City, TN. Marcus specialized in inbound marketing and communication strategies to help clients grow their business by attracting and retaining more customers online.



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