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Tepato Systems offers software consulting services to help you, the small business owner. If you want to make better business decisions, software and other technology tools should be key parts of your business strategy.

Does Your Website Have Cobwebs?

Outdated Content Reduces Your Site's Effectiveness

COBWEB SITE: A website that hasn't been updated for a long time. A dead Web page.

The phrase "cobweb site" is only about a decade old, but every website owner is familiar with the concept. Savvy entrepreneurs are acutely aware that a website is necessary. It gives a business validation, a wide presence and another potential avenue for revenue. But when a website is not backed up by a thoughtful business process it can do more harm than good, as people tend to equate the lack of regular updating and attention to a site with how the business is run.

A recent survey conducted by Hostway, parent company of ValueWeb, reveals that while many site owners understand the need for frequent updating, a good portion still do not, with 37 percent of respondents saying they update content daily, 16 percent weekly, 16 percent monthly and a whopping 31 percent annually.

John Enright, Vice President of business development for Hostway, offers these tips to ensure a fresh and vital website.

- 1. Establish a housekeeping schedule. Determine how often you should or will introduce new content.*
- 2. Remove or refresh stale content. Remove all expired offers, products or services and update information if it has changed. If the site features spotlighted articles, replace them with new material, but be sure to offer an archive of past articles for reference.*
- 3. Make it current. Even if your product or service is fairly static, find a way to show that the site - and the business - is up-to-date. Add time-sensitive comments or quotes from customers or associates, then be sure to replace them before they are old news.*
- 4. Check links. Periodically test all links on the site to be sure they work properly. This is especially important if you link to other sites, as they may change their site or remove a page completely.*

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