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THE IMPORTANCE OF UPDATING YOUR WEBSITE

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When was the last time you updated your website? Was it last month, three months ago, or last year? Wait! Have you ever updated your site before? Not updating a website is common to most webmasters and business owners. You want to keep family, friends, visitors, and clients abreast of new happenings on your storefront but you're not paying attention to updating your website. How far do you think your business will go? A website plays an integral role in any business – you know this. It is not just the backbone of a business, it's a means through which visitors and customers reach out to a business online. The importance of building a website cannot be neglected; a business website builds trust and credibility, promotes brand awareness, increases reach, engages users [via blog posts], etc.

But there's something more important than creating a website; it is updating the website. Just like a car, buying one without maintaining it will reduce its lifespan. In the same manner, creating a beautiful, responsive, and fast-loading website without updating it is like the "p" in "psychology", it is useless when pronouncing. Nobody

wants to visit an obsolete website. Meanwhile, a site that is filled with outdated content or dead links will only reduce your business's relevance online. Most businesses buy a website, pay for it, and design it to never update it or make changes to the site. That's by no means professional. In this article, we will explain why businesses need to update their websites.

WHAT UPDATING A WEBSITE MEANS

Before we delve into the topic properly, there's a need to understand what "updating a website" means. In simple terms, updating a website can be likened to website maintenance. Still on the car illustration; just because you bought the 2020 Mercedes-Benz GLB-Class for \$34,000 doesn't offer you the privilege to drive the car for three to four years without spending a dime on it. You'll spend money on gasoline, routine checkups, repairs, insurance, and overall maintenance. For businesses, updating a website implies maintaining everything that makes up that website. Depending on the type; typically, a website comprises of a combination of all or some of the following:

- plugins [if you use Content Management Systems (CMS) like WordPress]
- theme [if you use CMS]
- blog articles
- general content [about us, privacy policy, terms of service]
- images
- videos
- podcasts
- internal and external links, etc.

The businesses that succeed are the ones that are updating with fresh content, blog articles, images, podcasts, videos, internal and external links every week. They also update their storefront, plugins, and themes. Given how much time

and resources businesses invest in social media, why would they fail to update their digital storefront? It makes no sense at all; however, this is the trend of 90+% of all business websites.

Shopify and WordPress are the most popular solutions for e-commerce website owners. They are built with applications or plugins that require weekly updates to make them effective. Not updating the scripts and plugins can make a website susceptible to hackers. Besides, blog posts, images, videos, and podcasts that you transmit via your website are critical. As a business owner, it is pivotal to update your website regularly with new images, videos, backlinks, new products or services, and new general information about your business. As visitors and potential customers visit your website, they should get something that will make them come back for more.

Most of the time web developers are busy looking for new clients to create websites for. They have a hard time paying attention to updating the web content of existing clients. But a reliable website solution company will ensure that your website is up-to-date. Our website solution at **Lead Revenue** not only builds cutting edge websites, but we also update these sites through specials, coupons, content, and offers every week.

UPDATING YOUR WEBSITE: IMPORTANCE

Building a website isn't all there is, updating is. We often experience clients coming to us [after months of designing their website] saying that they not receiving any inquiries, orders, or user interaction via the website even though they still offer the same products and services. Then we remind them that one of the causes is they haven't updated their website for months or even years. Every business owner needs to update his/her website regularly. A website that is updated frequently will look as though it has a good deal more to offer potential visitors than a site that is updated once every six months or once a year.

To save you time and effort, you will need a reliable professional website developer to do this. Our website solution at **Lead Revenue** not only builds cutting edge websites but we also update these sites through specials, coupons, content, and offers weekly. Here are three major benefits you'll derive from updating your website.

1. Better search engine rank

Optimizing or updating the content on your website is extremely important for any business. Businesses who update their website frequently are effectively relaying a message to search engines. Search engines are built with spiders or bots that crawl every website in search of dynamic and interesting changes. When Google crawls your website, they will give you a better organic rank if they continually find new content. If they continually crawl the website and find no updates, your website over time will be considered obsolete.

Whereas a site that is updated has better chances of ranking on search engines because search engine bots or spiders prey on sites with fresh content. It may interest you to know that each time you create a new article on your dropshipping website or Shopify store, the content is positioned on search engines. By updating your site with rich/new keywords, Google and other search engines get a clear signal that your site is active and will increase its ranking. On the other hand, search engines will find it difficult to penetrate a non-updated website thus, making it difficult for potential customers to visit your online shop.

NB: The online world is all about competition. Always remember that your website's position on search engines changes over time. Updating your website or revamping it could easily maintain its position or increase its ranking on search engines. By this, you'll easily ward off other competitors, especially those who are not updating their website. The search engine benefit is long-term if you can comply.

2. Give visitors the right impression of your business

If you are running a blog, you need to make people want to return to visit your site again. By updating your website with engaging blog posts and content, your business will get the right impression from potential customers. The secret to frequent visits from visitors and potential customers is to update your website with relevant information. If you are constantly posting new articles about your niche, most assuredly, you will have an edge over a competitor's site that rarely updates. This way, your visitors will most likely return to visit your site more often. More so, your customers will not have the impression that your company is not likely to deliver the services they need.

3. Makes it less vulnerable to virus

Allowing a reliable website company like **Lead Revenue** to update your website regularly will make it less prone to viruses, malware, and malicious software. As an Android or iOS user, you have the first-hand experience on app updates. Google and Apple rollout updates to either fix bugs or strengthen the security level of their devices. If your business website is built on WordPress, then you are expected to update the plugins and themes weekly to prevent hackers from assessing your database.

Hopefully, you now understand the importance of keeping your website updated and relevant for your visitors, clients, and potential clients. Businesses and individuals who are interested in bringing in traffic are expected to update their website content regularly. But what baffles me is the response from business owners. When asked, why haven't you updated your website? A few responses would be that *as a website owner, I am too busy to update my sites*. No, you don't have to as website maintenance is best handled by professionals.

Fortunately, **Lead Revenue** is a website development company that specializes in providing website development and maintenance services for individual and business

websites. Our website solution at **Lead Revenue** not only builds cutting edge websites, but we also update these sites through specials, coupons, content, and offers weekly. If you are looking for a service that will consistently update your website content and make your site more relevant to your readers then **Lead Revenue** is your best bet. At **Lead Revenue**, we plan your update regularly to make it rank higher in search engines.

Visit our website for more information.

www.LeadRevenue.com

Brett Sutherlin | CEO Lead Revenue

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90+% of small businesses need help maintaining and updating their website. Do you? [#websitebuilding](#) [#websitemanagement](#) [#websitetraffic](#) [#website](#) [#websites](#) [#websitedesign](#) [#websitemarketing](#)

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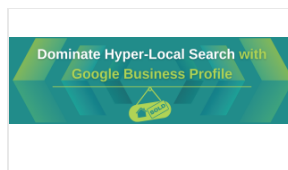
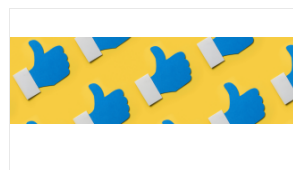
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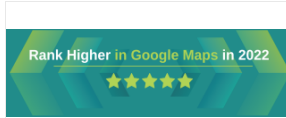


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