

It is a good idea to try to keep your website as up to date and as relevant as you can. If you leave it, it can quickly become outmoded and irrelevant. Company websites are effectively online brochures, displaying products, prices and latest news, available in a quick and accessible format for people requiring information.

# Website Maintenance



A good website needs to be fresh and current. Many websites are launched in a fanfare of hope and optimism. Pages are fresh and vibrant, content is crisp and relevant. Unfortunately for many companies it stops there.

All successful websites have something useful to offer. Whether its simple information or an extensive array of online products, it nevertheless, has to be up to date. A big turn off for potential site visitors, A customers is out of date or irrelevant content.

Corporate websites are fast becoming a crucial element in today's business strategy. However, what most businesses do not realize is that a successful web presence is partly due to a continuous process of updating and maintenance.

