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Let's Talk Web....

Content Management– Keep it Fresh!

To be active, interactive and dynamic, websites need to have regular relevant new information.

A few rules of thumb for Content Management:

If you're in the process of up-date the overall content of your website, here's a quick check list to help with the sorting and sifting of your existing information.

Make decisions regarding information and content relevancy:

How useful is the information that exists?

Does your core business information take centre stage?

Does the information add to the service you are providing?

Is this information likely to build your reputation?

Does it reach your customers?

Is it helping to increase your readership?

Is it helping you meet your sales and marketing goals?

Does it portray the image you would like?

Is your content information varied?

Read Your Dash Board (monthly)

Your dash board of site statistics enables you to understand your website traffic. It indicates: How many visits you have per day, week or month, if your site users are increasing in volume, bounce rates (if visitors stay or not i.e. have found what they hoped to), which pages your visitors are clicking on, who is referring them, what search words are being used to find you...

Final Checks...

Does your website work? Are all your links still working - especially external ones? Does your direct email click open? Is your software functioning without technical hitches? Can all the questions asked of and answered by your website be achieved within an efficient time frame?

Do you need a new style sheet? With all the 'ever changing' nature of website, stability comes from editorial and conceptual consistency. Style sheets refer to your content Style, tone and standards.

Maintaining a good web presence ideally is daily; the job of content management is never finished. The management of your website content needs allocated time. Original regular fresh content will attract more visitors and variety in content can come from both the nature of the sources and within the sources themselves.

A good mixture of well written articles, blog items, reader's views, product or service reviews, corporate news and activities, from a variety of sources (in-house and consumers, third person reviewers) will give the voice of your website balance and diversity. *Need help keeping your website fresh and expanding your web presence?*



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If you need help with your content management or editing your website: -

Using a tool kit of media possibilities, we will tailor build a strategy that will help your internal or external communication, profile your resources, services or products and provide the initial information customers need to contact you. For more information see

www.writeup.com.au

No time to write? Email us at contact@writeup.com.au