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# How Often Should Businesses Update Their Website Content?



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**After you spent so much time creating the content on your website, it seems overwhelming to think about when you'll have to update it again. However, it's important that you update your website content often to keep it up to date and relevant to your users. Infrequently updated websites perform worse with search engines and force visitors to question if your website is even current or active.**

Fortunately, this doesn't mean that you must schedule your next website overhaul and rebranding for next week. There are little things you can do to keep your website's content up to date. Use this list to guide your business through the best and most common times businesses should review the content on company websites.

## **When Information is Out of Date**

Your website serves as a primary source of information about your business. That means that out-of-date information can hurt your conversion rate. For example, out-of-date contact information on your consulting website can stop clients from hiring you since they cannot reach you. Any time critical information about your business changes, review your website to make sure those changes are reflected.

There are several cases where it's critical to update your website's information. These include changes in:

1. Contact information
2. Prices (if listed)
3. The company's name
4. The company's location (if applicable)

Contact information is often overlooked and is the most prone to falling out of date. This includes forgetting to add new means of communication. For example, starting a social media account for your business means that you also should add a link to your website. Prices are also a sticking point for many customers. Your prices should always match between your website and any other place they're listed. Having different prices listed in different locations can lead to the loss of sales or the need for you to negotiate with customers to keep them happy.

**Though less common, your company's name and location can change. It is very important that these pieces of information are updated immediately. Failing to do so can be highly confusing for customers and drive them away from your company.**

## To Rank Higher on Google

At any time, updating your website's content to rank higher in search engines makes a lot of sense. This includes working with SEO experts, creating original content, optimizing alt-tags on photos with keywords, and rewriting content to continue to improve its impact. As you gather information on how certain pages perform in terms of engagement and traffic, you can continue to modify your content strategy and existing content to perform better based on how other content on your website performs.

## To Develop Consistent Posting Habits

One of the best advantages that updating your website can give you is the chance to develop consistent posting habits. Posting regularly can help you improve your brand recognition as well as your own writing skills. Writing for businesses is a specialized skill that takes practice. The more often you do it, the better at it you'll get. That means better conversion rates and engagement with customers. It can also help with your search engine rankings.

Customers, in particular, like to see new content from companies more often. It helps them stay engaged with the company. For example, a blog can help you reach customers on a regular basis and help them find new opportunities to buy from your company. If done well, consistent posting can be one of the keys to your success.

## More Often Than Competitors

To rank higher on search engines than your competitors, you'll need to factor in several things. You'll want to have a better search engine-optimized website that uses relevant keywords and backlinks, as well as a website that's relevant and updated. Websites that post high-quality content more frequently are more relevant. Evaluate how often your competitors update their website and blogs, then create a plan to update your website more often—that's a simple place to start.

## When the Industry Changes

Sometimes the industry your business operates in changes, so it's important to reflect those changes on your website. When Google Adwords became Google Ads, it became pivotal for companies selling SEO services to stop using the phrase "Google Adwords" immediately in favor of "Google Ads." If a potential customer looking for Google Ads services found your company's website and saw Google Adwords services as an option, they would rightfully assume that your company was outdated.

## As a Part of a Rebranding

If you're rebranding your company, then your website content should most certainly be updated. In many cases, your old content is a significant part of your brand. It helps create an understanding of what your company does and what it's about. Your content has been specifically tailored to cultivate your old brand, but may not fit well with your new brand.

Review the content on your website and decide if it needs to be changed. You may find that certain parts of the content are useful and can be reused with minor changes. However, you may also find there's a need to rewrite most, if not, all of the content. That way, it will be more focused on your new brand and how best to represent that brand through text.

## To Take Advantage of Trending News

If a big news story comes out related to your business, its products, or your industry, it's smart to create a blog post or website page about the trending news and how it relates to your company. The goal is to publish the content as soon as possible to take advantage of the trending news. It can be as simple as your CEO's take on a news item; a financial advisor commenting on a recent report on the health of the economy.

For instance, if your company sells baby carriers and a scandal comes out about how several children were injured in a competitor's baby carrier, it's wise to create website content about this matter. You can highlight your company's safety ratings, certification process, and ways that your company's product keeps babies safe. Plus, your content could rank for related keywords that people have an increased interest in searching.

## Twice a Week Blog Posts

At a minimum, your business should consider publishing blog posts twice a week on your company's website. Research shows this is the amount needed to yield the best traffic results. The difference in traffic and growth between websites that post once a week versus two times a week is staggering. Yet, four posts a week is ideal, netting **three and a half times the amount of traffic** of companies that posted four posts a month or fewer.

Blog posts don't need to be 1,000 words or longer to have a result. Even 500 word blog posts can help to establish authority, drive traffic to your company's website, and keep your content up to date. Just ensure that any content you use on your company's blog is original, accurate, and well-written.

## When Your Website Looks Outdated

Websites, like all other designs, can look outdated. Trends in design change over time and your website needs to be updated when it looks outdated. Having an outdated look signals that your company isn't invested in your website, your company is behind the times, or that your company is not interested in staying current. When you redo your website, update the content as well. In many cases, there are content pieces that can be reused. However, all the content on your website should be reviewed. You'll find the new design may have different constraints on text length and other key factors. If that's the case, then your content may need to be restructured or rewritten to be effective for your new design.

## Annual Review

To ensure that your company's website is in good condition, you should conduct an **annual website content review**. An annual review can be as comprehensive as you like focusing on the text as well as specific design elements. However, your review should always include an examination of every part of the site. That way, you are more likely to catch things that need to be changed.

# Conclusion

Most businesses should update their company websites at least twice a week by scheduling two blog posts each week. This is often enough to show customers that your company is still active and to promote relevance for search engine rankings. Whether you personally write the blog posts or outsource the task to writing pros, the most important thing is to have original content regularly published on your website.

**The rest of the website should be updated on an as-needed basis. This can be through trigger events such as when a key member of the staff changes or during an annual review. The key to an annual (or quarterly) review is to stick to a regular schedule. That way, you are always in control over the state of your business's website.**



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