

Does Your Website Have A “New Car Smell”?

We all love the smell of a new car. But as we use our car the “new car” smell slowly fades until one day we don’t even notice the car smell at all, it’s stale. A fresh new website can give you the same feeling as a whiff of that “new car”. Once the “whiff” of freshness is gone, so are your repeat visitors. So what can you do to freshen up your site?

The most important element to keeping you website fresh is quite simple, put in new content. If you are not a developer, this may seem overwhelming, but there are ways to add new content on a regular basis that won’t require a staff of writers. Using a Content Management System can allow you to easily update website information. Here are some ideas:

Simple Ways To Keep Your Site Fresh

1. Create a “What’s New” section or page. Let your customer know about special promotions, achievements, or happenings in your company.
2. Rotate features & specials.
3. Create a best-sellers list. A best-seller list is a great way to create some enthusiasm for a product, and it let customer’s know the trends.
4. Add a calendar and include important events. When you use a calendar, be sure you add items, no one will return to a blank calendar. Include dates that are important to your customers, such as renewal dates, community awareness dates, or annual reminders such as Daylight Savings Time.
5. Add a community events page to inform visitors of current events in your town.
6. Showcase a different customer or company product or service once a month on your home page.
7. Add a “Tip of the Day”. Put this on your homepage and get your return visitors to bookmark your site.
8. Add seasonal artwork or images. Just as big department stores change out their window displays, you should consider rotating your images or shuffling your product line to reflect the season.

9. Create a monthly newsletter. This is a great marketing tool for you to reach out to your customer base. You can ask visitors, your potential customers, to sign up for your newsletters. This helps you build a prospect list and allows you to revisit current customers.
10. Add a blog. A Weblog (blog), one of the latest and most talked about online trends, is essentially a journal on the Web. Visitors can add their own comments, which is a great way to increase interaction. A blog is even a better way to inspire outside links to your site. The more links you have, the better!
11. Review and evaluate your entire website on an annual basis (at the very least). Make sure your site has the aroma of freshness.

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