



Creating a great website is a rewarding challenge. Keeping it fresh with constantly changing content is a more arduous task. Yet a necessary one with considerable benefits – continual content refreshes reap SEO benefits, and make your website a destination for repeat viewings. Both of these build brand equity and awareness.

All recommendations below are for B2B websites.

Metrics and Analytics

Once you create a website, you need to know how well it performs the tasks set for it. Does it drive traffic to the critical pages? Do people spend time on heavy content pages? Where does traffic originate, and where else on your site does it go?

Quarterly review of website metrics should lead to a few basic recommendations and fine-tuning. Simply changing the order of pages in the menu, or location of buttons and links can improve traffic flow. Understanding referring sites can lead to a cross-promotion strategy.

Content, Content, Content

Static websites die quickly. If nothing changes, you get no repeat traffic, and search engines quickly begin to ignore you. There are two main ways to update the text on your site:

Page Content

Modify how you present your products and services, company philosophy and history, tutorials and leadership profiles. But while some pages need this tweaking more frequently, you probably only want a major refresh annually.

Dynamic Content

Dynamic content is fabulous for SEO, but needs comprehensive updates.

- **Blogs** - In a B2B environment, blogs are longer, meatier, and less frequent than personal or consumer based blogs. Typical length should run around 250 words, and you should post a new blog roughly every two to four weeks.
- **News** - To make your site a destination for people browsing your sector, being a news hub is critical. A well chosen, weekly article from varied sources will benefit your SEO and encourage repeat visits.
- Other great dynamic home page content includes video and social media feeds.



Growth Path Web Maintenance Program

We've designed a program of updates to static and dynamic content, aligned with regular refreshes to improve navigation and usability. And the metrics to ensure it's all on track.

Editorial Calendar

The greatest difficulty in refreshing content is usually in deciding focus. We will establish a dynamic editorial calendar for the year, with modifications as needed based on market changes, critical events, etc. This includes selecting subject matter for blogs, and regular areas of focus for news articles – including specific campaigns.

Monthly blogs

Ghost-written, based on scheduled 5-10 minute conversations with you.

Weekly news updates

Based on subject focus, and from a variety of selected sources – with full attribution. Industry Events Schedule updated as needed.



Quarterly Metrics Analysis & Fine-tuning

What works, how traffic flows, and where it originates. Includes a detailed report, and meeting to discuss implications and recommended changes. And we implement the recommendations for you.

Annual Refresh

While we make quarterly course corrections, at annual intervals more substantial changes to text, stock photography, layout and navigation are required. It's also time to perform a usability diagnostic to determine if your site is staying abreast of market shifts – and determine what adjustments to undertake.

Includes page content updates; Usability, layout and navigation changes; Selection and deployment of up to 10 new stock images. *Custom photography also available.

Price: \$750/month, based on a 1-year contract.

Modifications available on an a la carte basis.

Ask about associated e-marketing, video and social media programs.