

# Update Your Website

The core of the Web Owners Club is to help you the “website owner” to understand how to leverage the web for your business.

Part of that leverage may include taking control of your own website.

At [Site Mechanix](#) we have been watching very carefully developing technologies that help the Web Owner to communicate his or her business message more easily on the web.

## Frequency of Change

You need to at least update your home page once a month if not once a week to keep your message fresh. This will encourage customers to come back and see what is new.

It is not easy staying fresh and I am also guilty of not updating my own site. I have no excuse. The shoemaker’s kids have no shoes.

But I could do a little something that would be effortless and meaningful. All I have to do is designate an area on my home page that highlight’s my latest article at the Web Owners Club.

The screenshot shows a website with a blue navigation bar containing links for Home, Web Site Development, Graphic Design Services, Web Site Marketing, and Customer Support. The main content area is divided into several sections:

- More Stuff....**
  - eCommerce**: Finally a shopping cart system that has a marketing attitude! [Take a look...](#)
  - Scottsdale Business**: Resources that we highly recommend. Solutions that are only a [click away...](#)
  - Are you Web Site Ready?**: Find out if you have all your ducks in a row.
- Get Up to Speed on: WEB OWNERS CLUB**
  - pages that sell
  - cool tools
  - web money

[Click Here to Join!](#)
- Take a look at the latest article: Protecting Your Domain Brand**

"What do we do with foreign countries or anyone who decides to buy your domain with different extensions?"

It is really scary the idea that if you have invested a lot in your brand for someone to make a counterfeit website using your domain name with a different extension. [Read More...](#)
- Get an Es...**

Your business short on time. Procurement s...

[Test](#)

[Check Pag](#)

Google robots are very smart. They like to see that your content is changing and that you are writing naturally.

So my suggestion is that no matter what industry you are in you should keep an archive of articles. This is not only healthy for you but it great for your web site.

You can grow your web site from the basic 10 pages to 100 pages in no time. There is no match for topical content and that is what Google and Yahoo are trying to present to their searchers. Relevant content.

## Your Website is You

Typically Web Owners email an article to their respective web design person to post on their website. This is changing with the advent of better Content Management Systems, CMS for short.

So why not cut out the middle man and directly add content to your website yourself?

There are many types of CMS tools on the web to consider. Some require you to host your web site on their specially configured servers and others can be installed easily where your website is currently hosted. There are factors that will determine which system is right for you.

Site Mechanix has introduced to its customers the [Web Site Tonight](#) product which is it's own hosted system and also [WordPress](#) which can be installed anywhere that has PHP/MySQL for a hosting configuration.

Both of these are inexpensive to run and allow you to add content to your website very easily with Page Editors.

[Site Mechanix](#) can also supply a custom CMS for your website if you are hosting with [Webcentrica](#). Pick a template and we can get your site up and running very quickly.

So with this level of control comes more responsibility.

Your customers touch your company by visiting your website. Is it meaningful to them? Will they want to come back?

With a proper Content Management System in place you can start communicating to your audience immediately and with as much frequency as you want.

This is what Bloggers are doing. Communicating with the world about who they are. Your business would benefit as well with this kind of thinking.

To use the web for your business is to engage the information age and to be a part of it. Otherwise your website is no more than an abandoned electronic brochure.

## OK But I am Not a Writer!

Neither am I, yet I write an article about my industry every week. To me writing an essay once a week keeps me sharp about my business and my industry.



Is it work? You bet! I spend 4 to 6 hours on every article. However, I like what I am doing so writing about it is even more enjoyable.

I also pay for articles and content to be written by other writers to help get content on the web. And you can too!

Try posting a free classified on the [Craig's List](#) and you will have tons of writing help at your finger tips.

Pick a topic that is **relevant** to your business and have a writer focus on it for you. Now you are in control!

[Ask us!](#) We will refer you to writers if you need them. We find them to be a valuable resource.

## Conclusion

At Site Mechanix we are often asked after we have built a website if the customer can make changes. Yes, they can hire us to update their website for them.

If your intent is to be able to update your own website you should make CMS part of the scope of work. Websites do not automatically come with CMS.

It is becoming more common to have a CMS website. Now you might want to be looking for website features and not so much about how it "looks".

We will be exploring these features in upcoming installments of the Web Owners Club to help you make these decisions. Items like editable navigation, spider friendly URLs and Interactivity.

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