



CMS Feature: Virtual Redirects

Did you know you can use 3n1 media's CMS to create short, memorable URLs for any page on your website? [Find out how.](#)



3n1media launches ceplan.com.

We're proud to announce the launch of www.ceplan.com, a website for Thompson & Associates, a charitable estate planning firm located in Brentwood, TN.



Are you checking your stats?

If not, you should be. Web stats applications give you invaluable information about your site's traffic—information you can use to better reach your audience. [Check out our blog](#) for more information.



Thinking about switching your business to Google Apps?

Google Apps is a revolutionary way to manage your business data, but is it responsible? [Visit our blog](#) to read our position.



Apple's iPad seems cool, but . . .

Is it worth the hype--or the money? [Check out our review.](#)

Dear [member_name_first],

Raise your hand if you have not updated any of your content within the last month. OK, keep it raised if it's been two months. A year? (Don't worry; this is a safe place.) Well, if you want your website to be a place where your audience is consistently exposed to your brand, it's time to start updating your content a little bit—OK, a lot—more frequently. But don't worry; we're here to help.

Web Content: Quantity or Quality? Or Both?

The first commandment of web marketing is, "Thou shalt update thy content frequently." Keeping your site fresh with new content (news articles, blog entries, pictures, videos, etc.) is important because:

1. Marketing wisdom (and research) shows that repeat visits to your website lead to more [conversions](#) (i.e., visitors taking the actions you want them to—buying things, giving you contact info, etc.). And one of the best ways to encourage repeat visits is to give your audience new content to keep them interested in your website.
2. Search engines rank websites with frequently updated content highly. If you don't update your content regularly, Google and co. assume that you are an absentee website owner and that you probably don't have much of value to offer potential searchers. On the flipside, if you do update your content frequently, Google is more likely to send searchers to your website.
3. Users' expectations of web content have changed drastically in the last few years. Social media have turned the web into a giant forum for conversation. That means your audience expects you to be adding to the conversation surrounding your field. And, of course, the only way to do that is to post new content on your website—frequently.

But this last point brings up another issue: in a conversation, there are two extremes to avoid; you don't want to be mute, sinking into anonymity because of a failure to contribute, but you also don't want to be the annoying loudmouth who just likes to hear yourself talk. Similarly, you don't want to bombard your visitors with large quantities of low-quality content, forcing them to weed through irrelevant junk to find the content they're looking for. If you do, odds are they'll walk out on the conversation.

So yes, you need to update your content frequently for the reasons listed above, but you also need to make sure you are giving your visitors content that is engaging and that represents you well. Web 2.0 surfers expect nothing less than valuable content—that is, content that's either entertaining, informative, or useful. Or, better yet, all of the above.

Implementing a Content Strategy: Two Action Steps

We know the decree, "Go forth and update your website frequently with quality content," might be a little overwhelming, so here are a couple action steps you can take to get well on your way toward content perfection:

1. **Create a content-maintenance plan.** In other words, decide what kind of content will best represent your brand and reach your audience, and make a schedule for creating and updating it. Without a plan, odds are your



website will remain static as you go about your business, and your online brand will slip into anonymity. With a plan, you will be aware of what is on your website, and you will know when new content needs to be created and uploaded.

2. **Appoint an “editor-in-chief” for your website.** No, this doesn't mean you have to hire someone to maintain your website; it just means that you should appoint someone within your company to be responsible for assigning, gathering, and editing your content for brand consistency. Appointing an editor-in-chief will make sure that new content is created and that all content is consistent with your brand's overall message.

Interested in learning more about successful content strategies? We suggest picking up Kristina Halvorson's book [Content Strategy for the Web](#). That's where we got several of the ideas above.

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