

WEBSITE CONTENT

Website content takes many forms.

- Search Engine Optimization
 - Written content so Google, Bing, etc., get you to page one of search results
- Mission Statement
 - An important statement for every business
- Press Releases
 - Every business has an area for this category
- Products
 - Where the products offered require more than a picture
 - Instruction sheets
- Sustainability
 - A very important topic for every company
- Community Service
 - Participation in local events, giving back or paying it forward
- Social Media
 - Active participation is an absolute
- Employee Only
 - Employee announcements
 - Internal job postings
 - Company news not for public consumption

Websites have become the life blood of business since the turn of the century. Content needs to evolve because of higher processing speeds, sharper graphics and (the latest) - artificial intelligence.

Like a carton of milk, website content will spoil just as quickly.



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