



 Online

How to create
a **business** website
that works:

10 **easy** steps

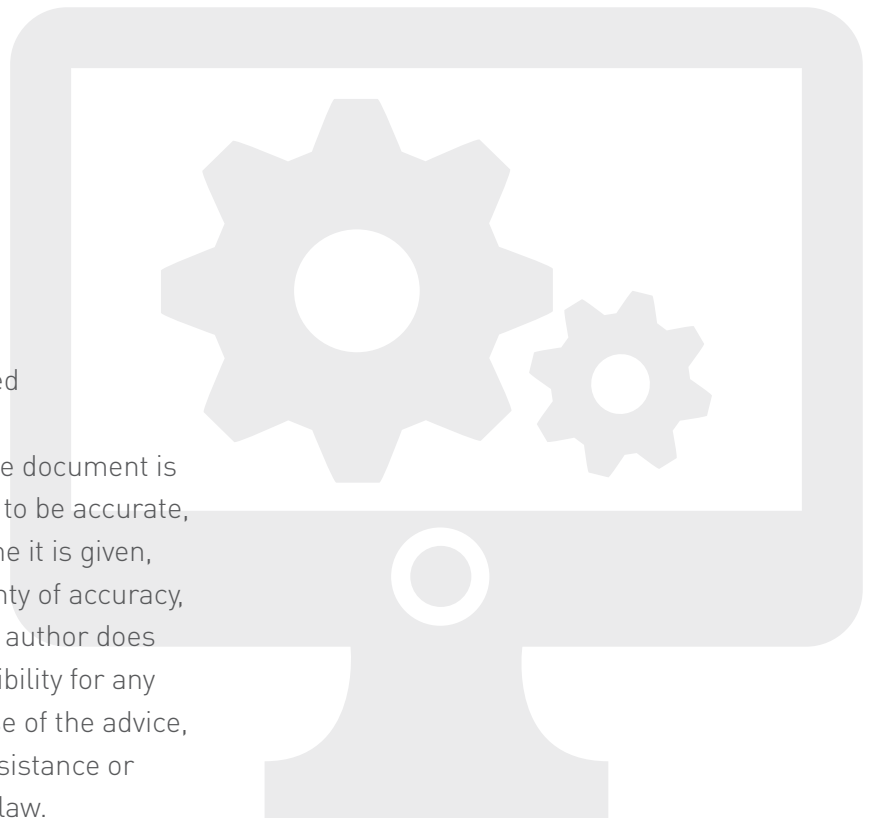




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Foreword

As a founder of three successful businesses (Eurooffice, XLN Telecom and bOnline) which were grown predominantly through the web, I have seen the power of online marketing first-hand.

However, I still see a surprising amount of small business owners - whether they are just starting out or are more established - who underestimate the importance of a well-managed web presence for their business.

We recently conducted our own research into consumer activity and found that a web presence is top of the list of priorities for customers of small businesses.

For those just starting out on the internet, creating a website may seem like a daunting task. We have put together this eBook to help make the process as simple as possible while ensuring your business gets the most out of its new website.

I hope the tips and guidance in the following pages will help your business to grasp some of the endless opportunities on the web.



Many thanks,

Anthony Karibian

Anthony Karibian, CEO of bOnline.

Read more from Anthony on the [bOnline blog](#)
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Introduction: Why you need a business website

If you're reading this eBook, it's likely that you don't have a website for your small business yet. Either your business isn't quite up and running, or you've got along just fine without one until now. If you think that, you're not alone - one in four small businesses do not have a website, and of those that do, only one third use their website for sales.

Some small businesses manage to convince themselves that a website is a waste of time and money. Perhaps they don't have a physical product to sell online, maybe they think their customers are not web users, or getting online just seems too difficult.

STOP! If you're guilty of using any of these excuses, now is the time to change. The marketing landscape has changed considerably in recent years, and your business - however small - needs to keep up.

According to our own research,* almost half of people (47%) expect *every* small



business to have a website, with a further 36% saying it depends on their business type. Only 17% said they do not expect small businesses to have a website.

A professional website adds legitimacy to your business. In fact, 60% of people in our survey said they wouldn't trust a small business if they couldn't find any information about it on the web.

Even if you don't have a product you can sell online, a website is still a necessity for a small business to be successful in today's digital age. When people decide

they need a service, they no longer check the phone book - there's a reason your local directory has shrunk in the past few years! Most of your potential customers will head online to research their future purchase. In fact, [78% of all shoppers use the internet to research and purchase products and services, with 65% researching online before purchasing in store.](#)

The web is becoming more essential for business as people routinely look up restaurant menus before they go out for dinner, check the opening times of the local shops, or search for special offers nearby. If your business is not online but your competitors are, these potential customers will quickly find somewhere else to spend their money.

Today, marketing a business is less about flyers or business cards, and more about social media and SEO - but don't worry, we'll explain more about that later. Your website is the cornerstone of this new approach to marketing.

[With 86% of the UK using the internet,](#) it's highly likely your target audience is online, and it's about time your business was too! So, can you afford not to have a business website?

Thankfully, it's easier than ever to create your website, and this guide can help you every step of the way.

At a glance:

- **86% of people in the UK use the internet**
- **Almost half of people expect every small business to have their own website**
- **60% of people wouldn't trust a small business if they couldn't find them on the web**
- **78% of shoppers use the internet to research and buy products & services**
- **65% of shoppers research or before purchasing in store**

“If your business is not online but your competitors are, these potential customers will quickly find somewhere else to spend their money.”

Step one: Give it a name

Choosing a domain name should be at the top of your to-do list when building your website. Domain names can get snapped up fast, so if you have a great idea for a name, it might be wise to purchase yours before anybody else does. Some people even purchase their domain names years before they're ready to launch their business!

Along with the design and content of your website, the right domain name helps to solidify the branding of your small business online, so it's important to get it right.

Purchasing a domain name may sound like a scary and technical task, but it's very simple. A quick search online will bring up a huge number of domain registration services where you can search

“Choose carefully... 52% of small businesses are unhappy with their domain name and would change it if given the opportunity.”

for available web addresses and buy one instantly. Or if you plan on using an online website builder, you can often choose your domain name to be included in the package.

If you don't have a domain name in mind yet, there are a few things to consider. Most importantly, you need to make it memorable. Once you've successfully built up your brand, your customers will expect to visit a website with a domain name which is unmistakably related to your company, so make sure your business name takes centre stage in your web address.

If you're starting a new business and haven't settled on a name yet, take the domain name into consideration. Take the time to research what is already out there and make sure you choose a memorable business name which will make a great domain name.

Be realistic about the availability of your chosen domain name. There are over 200 million domains registered on the internet, and many common or desirable names were snapped up years ago. If your



company name is ABC, you're unlikely to find that ABC.com or .co.uk is available.

Don't panic if your desired domain name is taken! There are still a couple of options open to you:

- As well as your business name, you can include descriptive words such as your location or industry. This method will not only reflect to your prospects what your business does but can also provide a boost to your search engine optimisation (SEO) efforts. Any keywords you are able

to include in your domain name are easily picked up by search engines such as Google – so the company ABC becomes ABCbuilderscrawley.co.uk.

- You should also consider different top-level domains (this is the suffix of your domain name). As well as the popular .com and .co.uk addresses, there are many additional top-level domains available which are now becoming more commonly recognised. Choosing a .biz, .me or .info address can ensure you get a professional domain name to match your brand.

Case study:

We've put together some real-life examples of good and bad business domain names.

Read the full case study [here](#).

Check out more website mistakes and tips [here](#).



Step two: Colour it in

We've established why you need a website for your small business, and now it's vital you ensure your site looks professional if it's going to compete with bigger competitors online. It's much the same as your business premises - you wouldn't conduct formal meetings in a run-down garden shed, so make sure your online presence gives a good impression of your business by focusing on the branding and visual elements of your site.

Firstly, think about the overall look of your website. Which colours suit your business? Don't design your site to suit your own taste - if you're a financial adviser or a grief counsellor, your clients are unlikely to be impressed by a hot pink website. Don't be afraid to embrace subtlety, some of the best

“74% of people would think less of a business if their website did not look professional.”



looking sites are on a white background with just a few accents of colour.

To get an idea of the right balance and what will suit your business, have a look at similar businesses online.

If you have a logo, think about which colours will complement it. If you don't have a logo yet, it's time to get one! A custom-designed logo doesn't have to cost a lot, and is vital to give your business that professional edge. Remember, it will be used on your website, business cards and any other printed



business merchandise or advertisements, so don't be tempted to put it together yourself unless you're a design whizz.

The key to good design is to keep it simple. Many people make the mistake of trying to cram too many elements onto one page. Clashing colours or a mixture of fonts make a website look messy, and therefore unprofessional.

If the thought of designing your website yourself terrifies you, don't be afraid to

consult a professional. There's no need to spend thousands on an independent designer, however. Many of the online website builders can take care of the theming of your site for just a little extra cost. If you're happy to choose your own colours and styles, online website builders come with pre-designed templates which are easy to use and can be customised to suit your business' branding.

Case study:

Which of these websites do you think looks more professional? Both use bold colours, but only one gets the branding right. Read the full case study [here](#).

Check out more website mistakes and tips [here](#).



Step three: Flesh it out

When a potential customer visits your website, there are certain features they will expect to see. At the very least, they will be looking for more information on your company, or trying to find your contact details. This is your starting point when filling your website with content.

Firstly, ensure your contact details are on every page - whether it's your address in the footer or a phone number in the header. You should also include a 'contact us' page, where customers can use a form to send you a message directly from your website.

Write an accurate and concise description of your business to be included on your homepage. This will help your website visitors determine whether they've come to the right website within seconds.

Images are also important on the homepage. They can make or break a website. Quality images are vital and can bring your website to life. If you take your own photos for your site, make sure they look professional. Alternatively, you can buy stock photographs

that are relevant to your products or services. Some website builders also include stock images in their packages. Unfortunately, you can't just take any old image you find online - you could be breaking copyright laws.

Don't just cram everything onto the homepage. The more quality content you include, the better your site will be. Just be sure to break down your content into logical areas, and make the site easy to navigate from a main menu on the homepage.

When determining which other pages to include on your website, you need to think about why people will come to your site and what they'll expect to see. Do you want to share advice? Then include a blog page. Are you a photographer or do you create bespoke

“Before you decide to include a blog on your website, think about whether you have the time to keep it updated. Over 95% of blogs on the web are abandoned.”

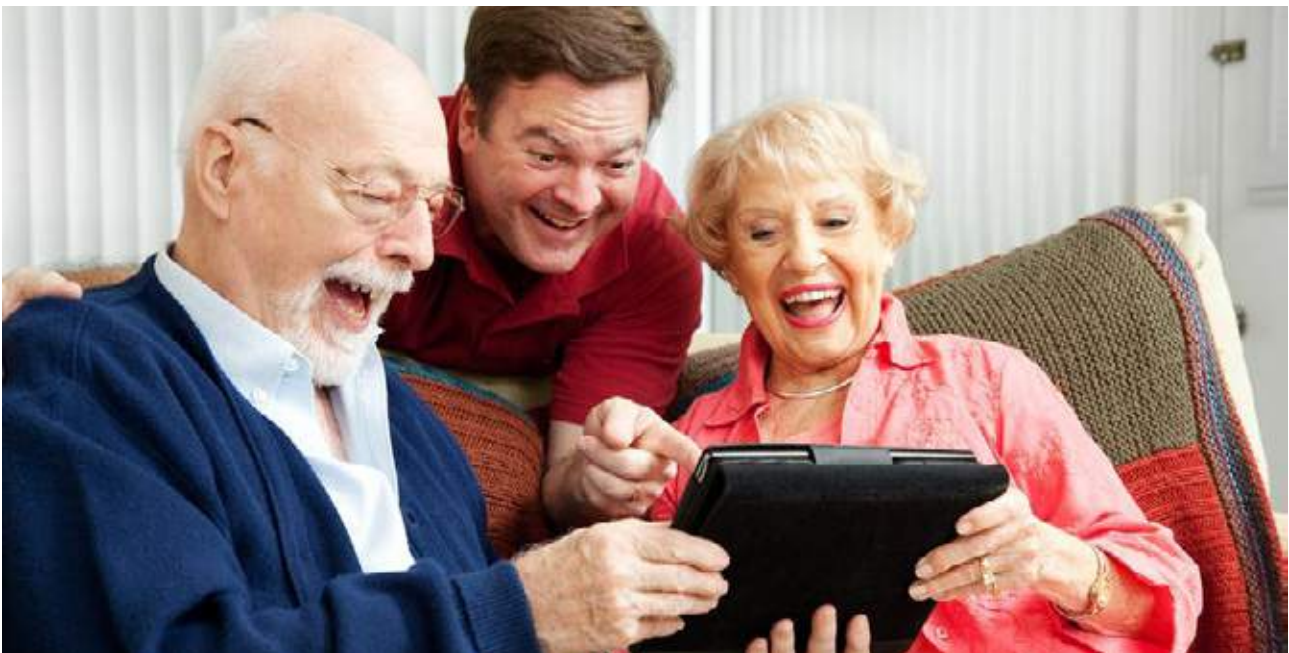
products? People will expect to see examples of your work, so make sure you include a gallery.

Think about any specialist features you need to include on your site. If you want to sell your products online, you'll need a website solution that offers an eCommerce feature. You may want to offer customers the ability to book appointments, so make sure you choose a website solution that allows that.

Even if you don't want to sell online, it's worth noting that 61.9% of website users go to websites to browse products or services to buy in store. Rather than a full eCommerce solution, you may prefer to display your products along with a price list so your customers can buy from you directly.

Our research revealed the top reasons consumers search for small businesses online:

- **75.2% to find their contact details/location**
- **72.7% to find out more information on the company**
- **61.9% to browse products or services to buy in store**
- **56.3% to buy products online or book an appointment**



Step four: Be SEO smart

You may have heard the saying “build it and they will come”, but unfortunately, this doesn’t apply to the internet. Just creating a great website is no guarantee that anyone will actually find it.

There are 644 million sites on the web, and that number is constantly growing. Most websites are found through search engines, with over 1.2 trillion searches made per year on Google alone. When searching the web, 37.7% of people rarely go past the first page of search results. That means the best way to get seen by your potential customers is to get your website as close as possible to the top of results for search terms relevant to your company.



Search engines such as Google don’t reveal exactly how they determine their rankings for search terms, so we can’t spill the secrets on how to get to the top. However, there are several things you can do to ensure you have a better chance of ranking for the search terms relevant to your business.

“Your site is just one among 644 million sites on the internet. There are 1.2 trillion Google searches per year. SEO gives your business the best chance of being found.”

“ Firstly, it’s important to determine which keywords you want your business to rank for. You need to target keywords which are relevant to your business and will bring the right customers in. Think about what your potential customers will actually search for, whether it’s ‘cafe in St. Albans’ or ‘emergency plumber in Northampton’. It’s best to choose three search terms to target initially. There are several online tools to help you choose which keywords you should target, as well as keeping track of your SEO efforts (see the list on the next page). ”

Once you’ve chosen which keywords to target, you then need to implement them on your site. Search engine rankings are determined by both on-page and off-page elements. To maximise your chances of success, you need to take both of these factors into consideration.

On-page

On-page SEO is based on the content of your



website. Make sure you include your keywords in prominent areas including page titles and headers, as these are the first things seen by both website visitors and search engines. Don’t try to force the keywords into unnatural places. This tactic, known as ‘keyword stuffing’ will be obvious to your visitors and can also get you penalised by search engines. Don’t think you can try to hide the keywords in any way - Google knows all the tricks.

Off-page

Off-page SEO makes up most of the influence for your SEO. Unfortunately, it’s the hardest factor to control. Off-page SEO consists of all the elements that affect your ranking which don’t rely on your website. Link building is the foundation of off-page SEO, which we’ll discuss in the next section, but off-page SEO also relies on social signals and other factors.

As more people realise the importance of search engine optimisation, countless companies have tried to cash in by promising first page listings. Unfortunately, these services are too good to be true - not even the most skilled SEO experts can guarantee page one results, and these people will often use so-called 'black hat' SEO tactics in an effort to push up your rankings. Search engines are very tough on spam, and it's highly likely your site will be penalised for this.

There are, however, a lot of reliable SEO tools out there to help you, many of which are free. Take a look below for some recommendations. If you're using an online website builder, many will even include SEO tools to help you implement SEO best practices every step of the way.

[Google Adwords Keyword Planner](#): Google has replaced its keyword tool with keyword planner, which suggests search terms based on your industry.

[Moz](#): Formerly SEO Moz, Moz's paid tools to help you determine the factors that could be holding your site back from ranking. The free 30 day trial can help get you up and running without breaking the bank.

[Woorank](#): Like Moz, Woorank analyses your site for SEO problems and assesses your

competitors' efforts. The free version is great for a quick snapshot of your SEO efforts.

[CuteRank](#): Download this free software to your desktop to keep track of the ranking of your keywords. CuteRank keeps track of your rankings on Google, Yahoo and Bing.

SEO is a big subject. If you're interested in finding out more about optimising your small business website, check out more useful articles [here](#).



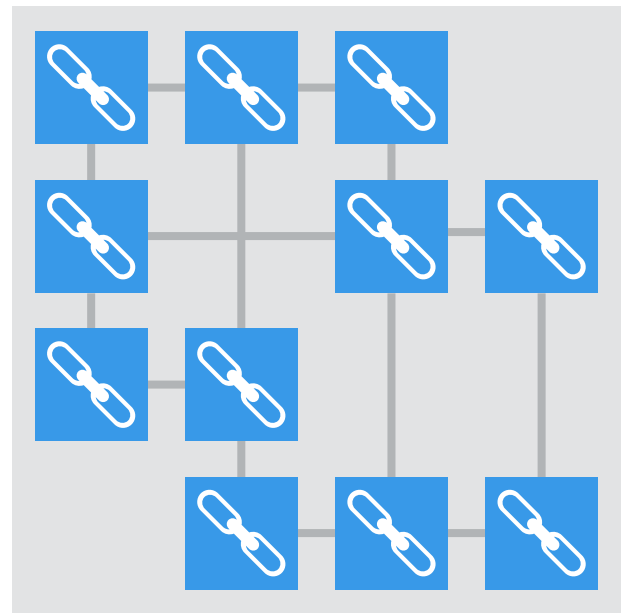
Step five: Build your links

In our recent study, 60.1% of respondents said they would not trust a small business if they couldn't find any information about them on the web. By now you know it's vital to have your own website, but it's also important to spread your brand across the web so it can be seen more easily.

By building links to your website, you'll attract more traffic and help to get your company name out there so you're more likely to get noticed. Effective link building is also very important for your SEO efforts ([see step 4](#)).

Here are four simple ways to get quality links back to your site:

- 1. Submit your site to directories.** The key here is to focus on a small amount of good quality, recognised directories (see the next page for some examples). Some will charge a fee, but it's a great way to get a strong link to your site.
- 2. Write guest blogs.** Could you write tips about your area of expertise? Then write a blog post and see if you can get it published by



established websites in your industry. This will build your reputation and will often provide a link back to your site.

- 3. Make use of social media.** Set up business profiles on social services such as Facebook and Twitter. Use these to provide updates and share useful content from your website. [See step 9](#) for more tips on using social media.
- 4. Make the most of your community.** See if the local press would be interested in writing a profile or review of your business. Also ask if any local business owners would be

interested in linking to your site on theirs, whether they're promoting a special offer of yours or sharing some advice you have for their customers.

Effective link building is a matter of quality over quantity. There is no use trying to get hundreds of links back from questionable sources - this could even harm your chances of ranking on search engines. One link back from a respected site is worth more than dozens from lower quality sites, so don't be tempted to post your details on low-quality sites or directories just for the sake of another link.

Avoid agreeing to 'link exchanges', unless the site is of a high quality and relevant to your industry. Don't be tempted to buy links, either. Companies or individuals offering 'thousands of high-quality links' will just post your URL on lots of low-quality sites. These days, Google's algorithms are very complex and can easily spot these unnatural links.

Don't try to 'spam' your link in any old place. Years ago some companies found success by posting their links in forum posts, as comments on blogs, etc. Google cracked down on this practice by changing its algorithms to recognise these poor quality links. It now penalises sites by lowering the search engine rankings of these sites, or sometimes removing them from their indexes altogether.

With Google being the largest source of traffic for most websites, this is not a risk worth taking.

Link building can be a tricky business, but if your company gets a good reputation and you write good content, you should be able to build good quality, natural links back to your site.

Quality directories are a great place to start link building. Try these general directories below, then search for relevant directories for your local area or your specific industry.

- **UK Small Business Directory**
- **Yelp**
- **Qype**
- **UK Local Search**
- **Yahoo Local**
- **Thomson Local**
- **Cyclex UK**
- **Free Index**
- **Ufindus**
- **business.com**

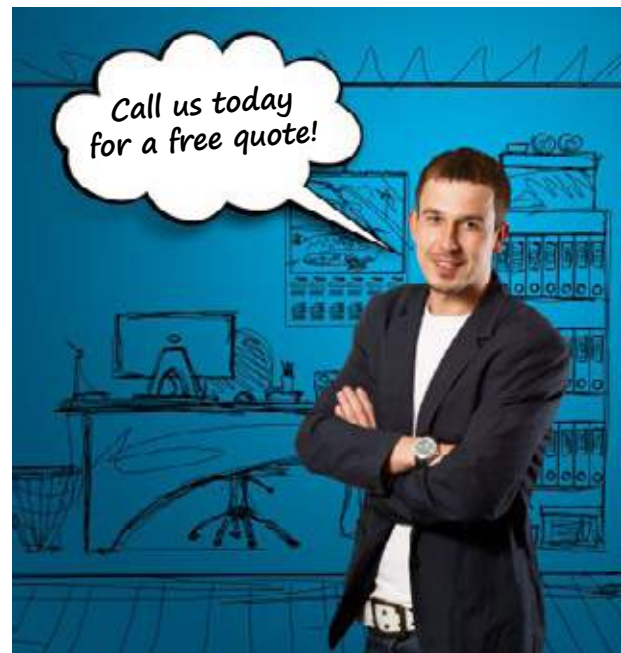
Step six: Ask for action

At some point in the process of building your website, it's important to take a step back and think about what you want to achieve. Your website should have an objective it wants users to complete, whether it is buying a product, booking an appointment, or simply filling in a contact form for more information.

It may seem simplistic, but the best way to get your website visitors to do something is to just ask. Look at any website and it's likely you'll see strong calls to action such as 'buy it now', 'get your free trial' or the all-important 'contact us'.

These calls to action help to eliminate any confusion for your website visitors. No matter how slick and simple you make your design, it's easy for customers to get lost. Think about the purpose of each page and include a call to action to guide them to the next step of the buying process, even if it is just encouraging them to visit your 'about us' page before directing them to your contact form.

Here are our top 5 tips for writing compelling calls to action:



1. Make it stand out

A good call to action jumps off the page - some customers will skim over the rest of your website looking for the 'contact us' or 'online booking' button. They have a short attention span and know what they're looking for. Don't attempt anything fancy - use a standard button which is obvious and stands out among the rest of your content. Try to use a colour which contrasts with the rest of your design so it is obvious immediately.

2. Begin with verbs

Tell your visitors what to do next. Including

an action verb like join, get, click, etc. can ensure that prospects quickly understand the nature of your offer and what actions to take to receive it.

3. Use practical language

The language of your CTA may be industry specific but avoid overly technical terms. Words like 'investment' and 'conferencing' add an unnecessary layer of complexity to a CTA. Break it down to the simplest version of what you want your visitors to do.

4. Use urgent language

If your call to action is an offer, make it clear there's a time constraint involved. Something like 'offer expires soon - buy it now'. Even simply adding the word 'now' makes it seem more urgent - saying 'download now' is more effective than a button saying 'download'. There are often customers who visit websites thinking they'll come back later but eventually forget. This will encourage them to take action straight away.

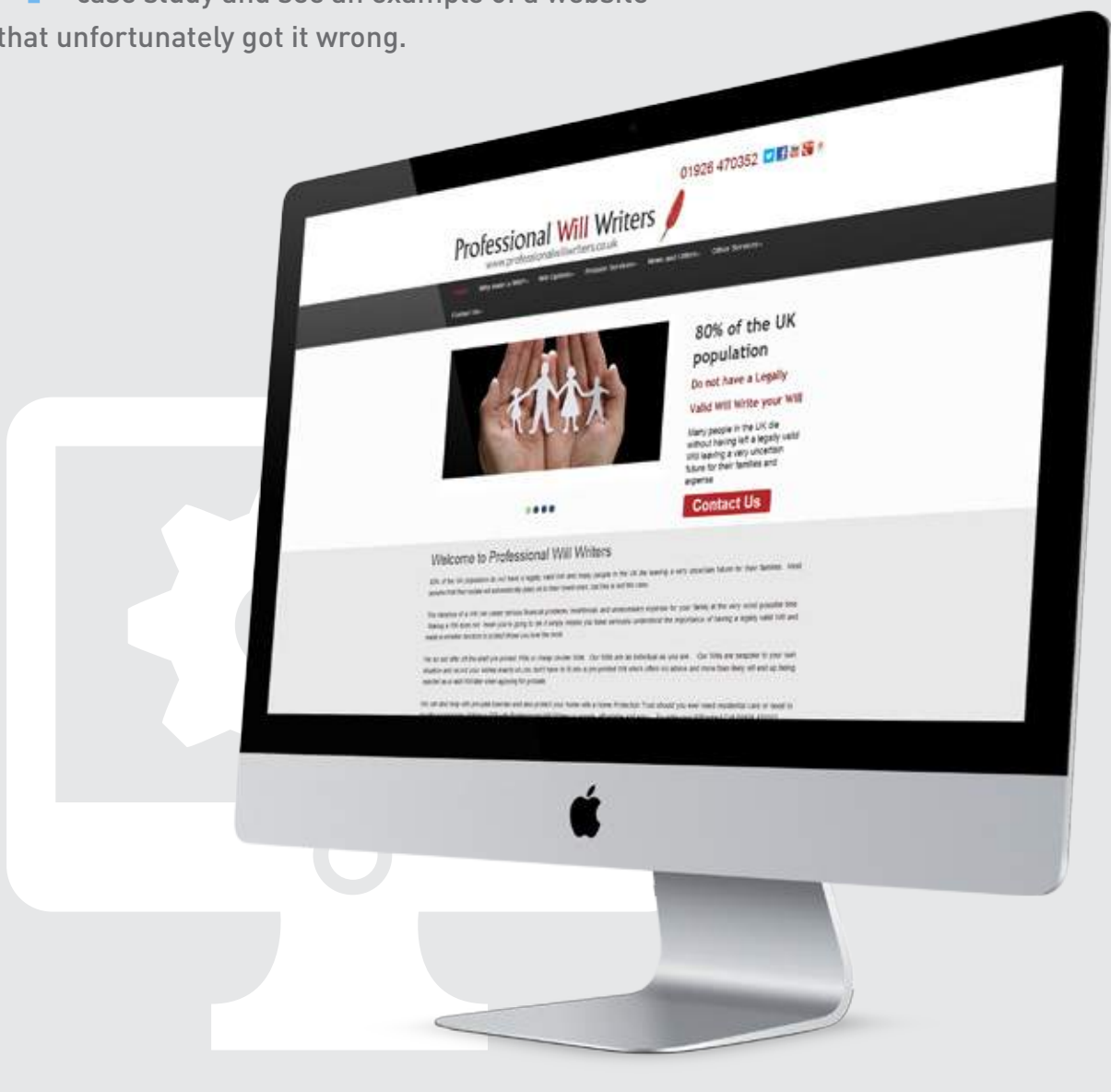
5. Include a benefit

Give users every reason to click your CTA. If you offer a free consultation or you're encouraging users to sign up to a newsletter packed full of offers, make sure the main benefits are highlighted. If you don't tell your customers they can get something for free, they'll never know!



Case study:

This website is a great example of strong calls to action. Click [here](#) to read the full case study and see an example of a website that unfortunately got it wrong.



Step seven: Go mobile

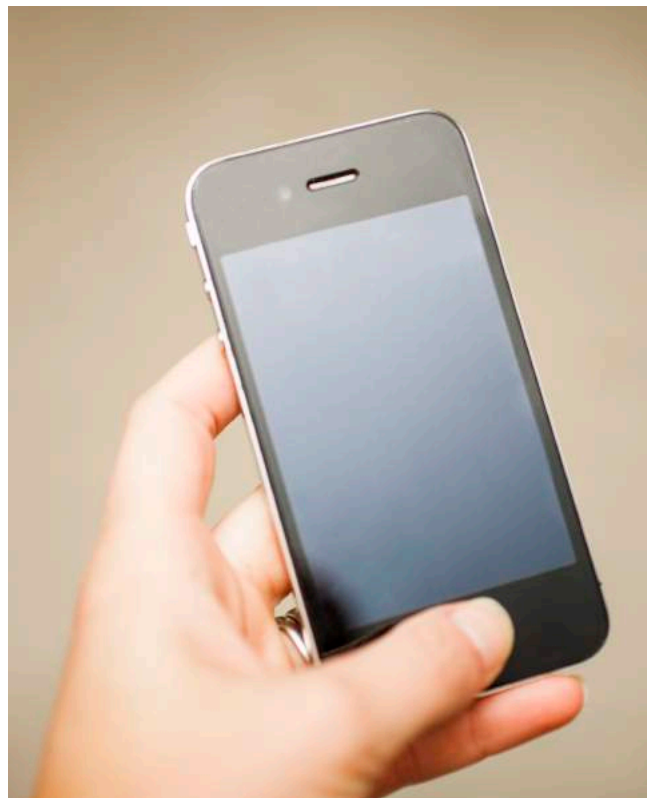
We all know mobile web browsing has been on the rise in recent years – you only need to look around you to see countless people attached to their smartphones and tablets. If you need evidence to back it up, 70% of people in our survey said they regularly use mobile devices to search the web.

There is no question small businesses also need to consider optimising their sites for the myriad of different devices being used today. With less than 30% of people in our survey saying they ‘rarely’ or ‘never’ search the web from a mobile device, now is the time for businesses to ensure their website is fit for mobile usage.

So what do you have to do to optimise your site for mobiles? There’s no need to hire an expensive designer as long as you make the right choices.

One option is to create your own mobile business website. This is completely separate from your existing website, and is optimised for mobile usage. It often has fewer features

“Bespoke mobile sites are making way for responsive sites, which include all the features of the original site but adapt to suit different screen sizes.”



than a full site in order to perform better on mobiles and tablets.

Unfortunately, building a mobile site in this way can be time consuming and very costly. It stops your mobile users from using every feature of your site, and therefore creates a less than seamless user experience.

Because of these drawbacks, a new standard for websites has been introduced: responsive design. This doesn't involve building a separate site, it's just a matter of making sure your existing site adapts to display beautifully on every device. Google has recommended responsive sites as best practice for SEO purposes, as they're easier to index than mobile sites.

Creating a responsive website is the best option for small businesses that don't have the time or money to build a separate mobile site. It doesn't need to be difficult or expensive, particularly with website companies that now offer websites built on a responsive platform, so there is no extra work for you to do.

A responsive website is a simple way to make your business look even more professional, and can help you get a slice of the ever-increasing mobile browsing audience. You can easily provide a great user experience for your website visitors, whether they're looking at

your site on a 27 inch monitor or a tiny mobile phone screen.

Not sure what a responsive design looks like? Check out the examples below. Try minimising your browser window or opening this link on your mobile or tablet to see how the website adapts to the screen size.



Step eight: Create trust

Many online business lack the face to face aspect that most traditional businesses base their service on. Because of this, it's more important for online businesses to create trust with their potential customers, and consumers are increasingly relying on online reviews and testimonials before they commit to spending money with a business.

In our survey, a staggering 90.8% of people said they pay attention to testimonials and reviews on the web when looking for a product or service. This means it's vital to include testimonials on your website as well as encouraging reviews on external sites.

Of course, if your business is just starting out, it's unlikely you'll have many glowing reviews to showcase. People will usually understand that you are starting out, and many of your first customers will be willing to provide you with reviews of your products or services you ask them. Depending on the nature of your business, you could consider offering samples or giving free trials to encourage some reviews.



If your business has been up and running for a while, get back in touch with some of your previous customers to see if they'd like to share their opinions. If you've given great service, many people will be happy to spare a minute to give you a review.

“More than 90% of people look at testimonials and reviews when searching for a product or service online.”

By publishing recent testimonials on your website, you're also providing reassurance that your company is still active and in business. If your last positive testimonial is from over a year ago, it's time to source some new ones to display on your site.

For many industries, there are well-known external review sites which many of your potential customers will look at when researching your business - for example, TripAdvisor for hotels and restaurants, Yelp for venues, etc.

If you encourage your customers to review you on these external sites, you face the risk of receiving some less than flattering reviews if you've ever had an unhappy customer. Review sites put power back into the hands of consumers, but you shouldn't let this put you off. After all, if you're not confident in the quality of your product or service, something needs addressing. You can't please everyone, and if you're seen to respond quickly, other potential customers will know that you have the matter in hand. Any potential customers searching for reviews on these sites will know that they are honest and unbiased.

Negative testimonials will happen, but you can benefit from them. Sometimes they will highlight recurring issues in your business so you can solve them more quickly. Is a

certain employee being mentioned a lot, either in a positive or negative way? Are any of your processes confusing or frustrating for customers? This is your chance to see your service from the customer's point of view and take action. You can also have the chance to respond, but don't be tempted to remove negative reviews - just take the opportunity to learn from them.

As long as your company is doing everything right, there is no need to fear customer reviews. By using them to build up trust, you can boost your company's reputation and sales.

Never be tempted to fake reviews!

When you're starting out you might be tempted to write a few flattering reviews of your business, or have family and friends do it for you. This is definitely not recommended! Apart from being unethical and sometimes illegal, fake reviews can have a negative impact on your business - not ideal when you're just starting out in online marketing.

Find out more about the risks of fake reviews in [this](#) informative article.

Step nine: Get connected

Many of us use social media sites such as Facebook, Twitter and LinkedIn as a fun part of our personal lives. But many small business owners are unaware of how social media can benefit their business, or are unsure of how to go about using social media for business purposes.

Small businesses with an active Google+, Facebook and Twitter presence can significantly build up their customer base and use these social networks as free promotional tools to complement their websites.

It only takes a few minutes to set up a profile on each social network, and you can get started straight away.

Here are five things you can do today to build your company's social media presence:

1. Build your profiles and ensure your branding is consistent throughout. Always use the same name, profile picture and tone of voice throughout all of your online communications.



2. Search for existing and potential customers and use your social networks to answer their questions in real time, 58.1% expect a response to queries/complaints on social media and will not be happy if they are ignored.

3. Share links to the blogs and news stories on your site. It's best to update your social media sites daily, so if you don't have enough content share other people's which you think customers will find useful, or just keep your followers up to date with what you've been up to.

4. Run a competition or giveaway. This can help increase your number of followers and get your company name seen by more people. Just be careful to abide by the social network's terms of service!



5. Promote your latest offers with a strong call-to-action. You could even run a special offer exclusively for your Facebook fans or Twitter followers to encourage more people to follow you.

By creating and maintaining a social media presence, you can build your brand with minimum effort. When potential customers search for your business online they will find these along with your website, making your business stand out as a professional brand.

Social media profiles are the perfect complement to your small business website. Many website builders can easily link your website with your company's Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest and Instagram accounts. Don't be scared of social media – take just

a few minutes to get started and you'll start to see positive results straight away.

We asked 750 people their reasons for following brands on social media:

- **71.3% said they do so to get special offers**
- **62.8% follow brands to keep up with their news and content**
- **16.5% want to show their friends which brands they like**
- **Only 13.1% said they don't follow brands on social media**

Step ten: Keep it fresh

So you've finalised your design, crafted your copy, and your website's live. But don't think you can now ignore your website and wait for the customers to roll in. If you want your business to really benefit from your website, it's important to update it regularly and keep the content fresh.

Firstly, a regularly updated website is more appealing to everyone who visits it. Regular customers get something new to see every time they visit, and potential customers can get some reassurance that you're still in business if they are able to see that blogs or photos have been recently updated.

Unfortunately, there are millions of dead websites out there - whether they're from companies which have gone out of business or simply moved to a new domain or forgotten about their websites. If a visitor sees that your latest blog entry or event photo was from several years ago, it's likely they'll assume your site is no longer operational.

Because of this, it's important to be realistic when you're creating your website. If you

decide to include a blog or news section, you need to ensure you will update it regularly. If you don't think you'll have the time to update your blog regularly, simply don't include one. By all accounts, it is far better to include this valuable content, but a dead blog is more damaging than no blog at all. News pages with a lone update posted on the day of your website launch set off alarm bells to your potential customers that you can't commit.

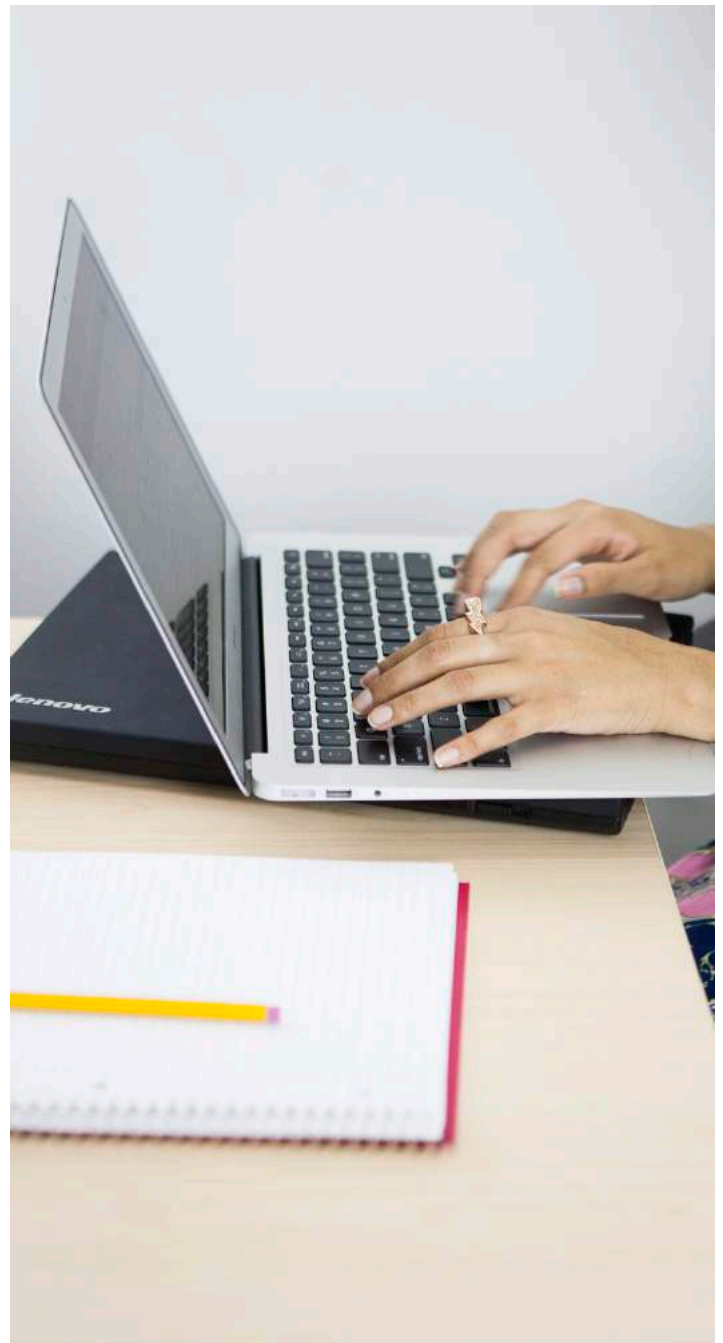
You should update your website not just for the benefit of your customers, but also for SEO purposes. One of the many factors search engines take into consideration is the regularity with which you update your website. When determining which websites should rank for which keywords, search engines give preference to those that constantly publish fresh content.

“Search engines such as Google tend to push inactive websites down their rankings in favour of sites which are updated regularly.”

Keeping your website updated doesn't need to be difficult or take a lot of time - you could simply update your site with a weekly offer, add your latest photos of new products or recent events, or use your blog page to do a quick roundup of what you've been up to each week.

It's not just the content you should keep fresh. Just like in the offline world, fashion moves fast, and a website that looks modern today could look dated very quickly. In the not-so-distant past, animated GIFs and scrolling text marquees were the last word in web design. Just a few years ago, slick Flash websites took over - now they are on the way out thanks to the growth of mobile devices (many of which are not Flash-compatible) and the increasing demand for responsive design.

As we discussed earlier on, there's no need to call in a designer every time you want to change the content or design of your website. Many online web builders give you complete access to update your website at any time, and can let you change your website's design with one click. So once you've put all that hard work into creating your business website, don't let it sit there to go stale!



Case study:

Unfortunately, countless websites create a great design but let their content go stale.

Check out the example below or read the full [case study](#).



About bOnline

bOnline makes it simple to create a beautiful business website. With our free website builder you can create your own business website in a matter of minutes. Choose from one of our industry-specific designs, then use our easy website builder to customise your site to make it truly unique. Or have one of our professional designers do it all for you!

Our website builder includes simple SEO tools to help get your small business website picked up by search engines. Our highly qualified, UK-based service team can help make your website a success. Why not create your website for free today?



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