

Nine Tips for Getting Fresh Content for Your Online Business Website FAST

Why Fresh Content Is So Important

Stale websites with old, unchanging content won't attract regular visitors. And new visitors won't stay long enough to buy what you are selling if you don't have anything of substance to read. If the main goal of your online work-from-home business is to draw people into your website, and hopefully have them make a purchase of some kind, you will need to have fresh content that makes the site feel like it is alive.

Most online business owners use their website as the face of their business. It is also often used as a forum to provide customers with information about the business and industry. Employees are kept abreast of business news and vendors are updated with information they need to provide products and services that the online merchant needs. If you don't maintain your web content in a way that keeps it current and in step with the rest of the online and terrestrial world, you are missing the most influential opportunity you have when connecting with your customer.

Who's Going To Do All That Writing?

The content for your website need not be written by you alone. Writing web content can be a full-time job in itself. As a self-employed web business owner, you probably have a lot of other tasks on your plate, so it is understandable that you do not have the time to constantly update your site. A content generating machine is the answer to your writing woes. Setting up such a system may take an upfront investment of time and money, but it can solve your fresh content problems forever.

Out-Of-The-Box Content Refresh Solutions

There are ways to solve your content concerns with a solution that is effective and efficient. Here are a few tips that can help you get the job done:

1. Start a blog on your website and get your customers/vendors/employees to write the web content for you.
2. Ask for interested parties to contribute articles in exchange for a byline.
3. Consider hiring a blogger or recruit guest blogging volunteers by offering backlinks.

4. Add a forum to your site to provide a resource where visitors ask questions and get group-style answers.
5. Ask vendors to write or add existing content to your site on a regular schedule.
6. Solicit product reviews from customers.
7. Ask for assistance from someone else in your work-from-home business that enjoys writing.
8. Purchase and rewrite Private Label Rights (PLR) content relevant to your business.
9. Consider hiring a private content writer that will write new, original content just for you.

Creating Repeat Customers

No web visitor wants to read stuff on a site that is outdated, old, or poorly written. If you've done the work to get the traffic, you owe it to yourself to have well-written original content that shows visitors your site is worth bookmarking and coming back for more. In online business, content is king, and having a solid website is essential to profitability and success.