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Web pages have come a long way since the days of simple postcard representations of a business and its services.

The web sites we now build all come with content management systems enabling business owners to update their own web pages, adding information, images and other changes saving the cost of needing to always go back to the web designer and then having to wait for the changes to be effected. The modern web page allows its owner to update it daily if needed.

Again there is a danger in the do it yourself approach or even using the basic postcard site. Many businesses using web sites without a content management system and a lack of the programming knowledge to make changes to the site let it go making it old and redundant. A visitor will go to the site two or three times see nothing has changed and move on to another site often never to return.

The point of the modern web site is to keep your business face fresh and current at all times.

A web site is like a living being. You do not build it and just put it up on a host site and leave it. It will die.

Neglecting to update your site regularly will see you dropping in search engine ranking, viewers will not find any value in revisiting your site. You should treat your website as a living, breathing document.

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