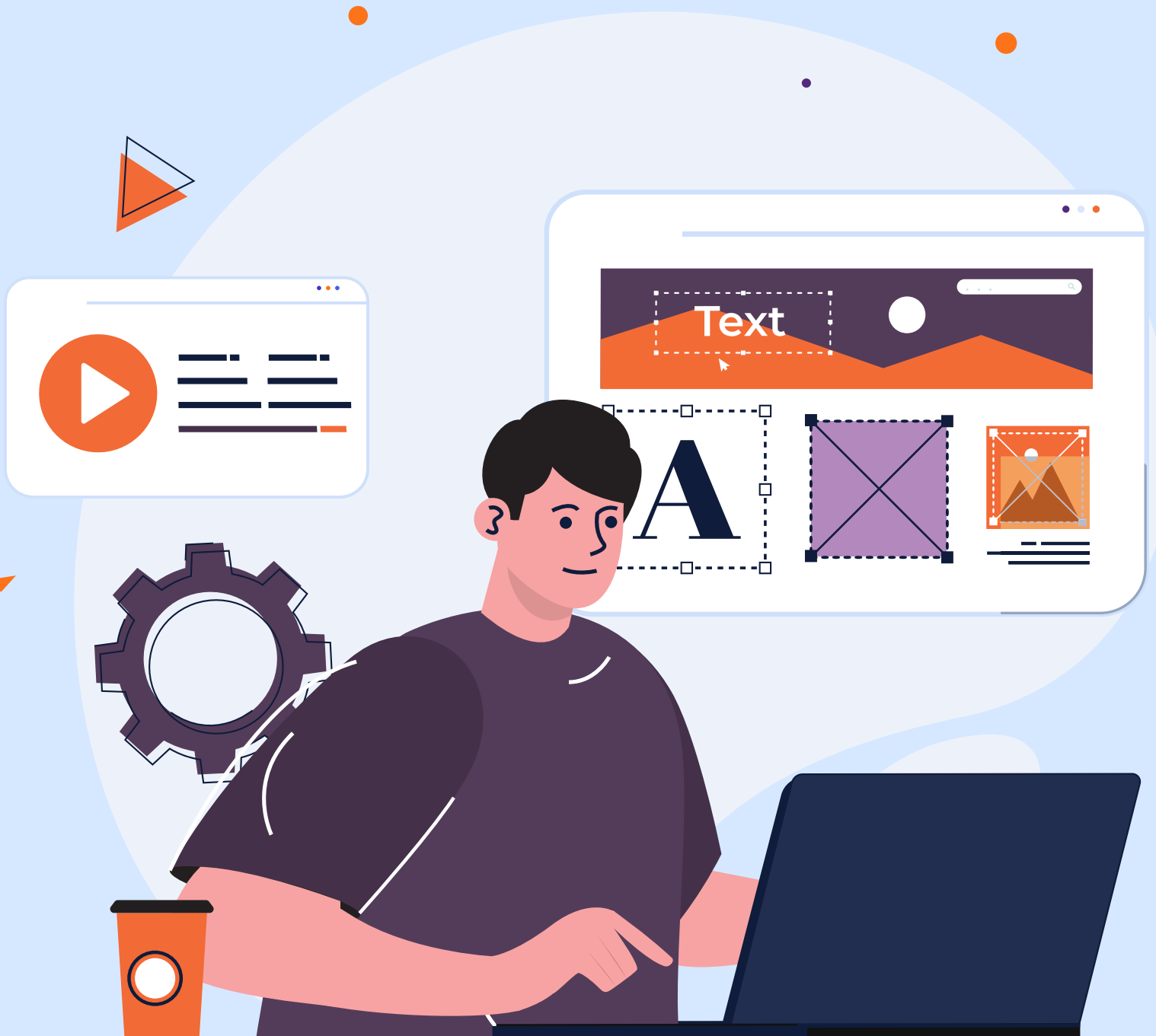


# DOES YOUR WEBSITE MAKE THE CUT?

THE IMPORTANCE OF FREQUENT UPDATES



## Keep Your Website Content Fresh




Some associations take a “set it and forget it” mentality when it comes to their website. If that’s you, it’s time to change your tune.

Frequent updates to your site are a great way to keep it relevant and to rank higher in search results. Consider a visual refresh at least every two years while content updates should happen as often as every week.

Here’s some food for thought:

1. According to Google, 53% of website visitors will leave a site that takes longer than three seconds to load. By updating your site frequently and optimizing it for speed, you can improve the user experience and reduce bounce rates.
2. A study by Stanford University showed 75% of users judged a company’s credibility based on its website design. With a site update, you’ll enhance your association’s reputation and establish trust with your members.
3. In stats reported by Clique Studios, 94% of people said web design is the reason they mistrust a website. By periodically refreshing your look, you reduce that risk and keep people on your site longer.

Sources:

-  [thinkwithgoogle.com](https://thinkwithgoogle.com)
-  [credibility.stanford.edu](https://credibility.stanford.edu)
-  [cliquestudios.com](https://cliquestudios.com)



## Content is King

Let's take a closer look at content updates. Websites shouldn't be static destinations. Keeping your association's site current will ensure visitors show up more often and stay longer when they do.

Here's why you should update your content regularly:



### **Provide accurate, up-to-date information**

Your website is usually where members check first for information. If your site is outdated or inaccurate, it can lead to confusion and mistrust.



### **Improve user experience**

The more you update your content, the more people will return to your site. They'll be more engaged and see your site as a true resource.



### **Boost search engine rankings**

Search engines prioritize sites that are regularly updated with fresh content that makes you more visible to current and future members.



### **Showcase achievements and events**

Your site is a perfect platform to showcase the achievements of both your association and your members. It's also a great place to house information for events. Regular updates will create a sense of excitement and engagement.



### **Boost your industry**

When you update your content, you're showing that you're relevant and critical to your industry. That helps everyone in your association stay competitive and builds a sense of pride and enthusiasm.



### **Drive member value**

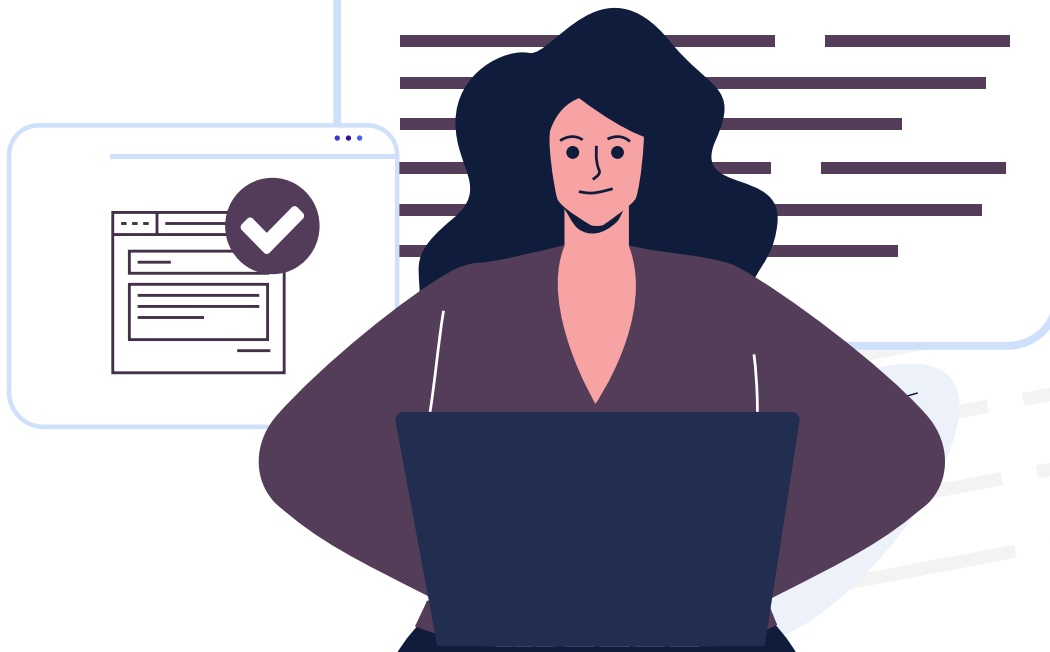
A robust site with frequently updated content will really pay off come renewal time. You'll become a central source for job postings, timely blog articles, and important industry information that will keep people coming back.

## CLEAN UP YOUR SITE'S PERFORMANCE

Not only is it important to update your site to better engage members and for search engine optimization, it's also critical for performance.

Go through your site periodically to check for performance issues.

- ✓ Look for broken links.
- ✓ See if there are outdated plug-ins that could cause security issues and slower load times.
- ✓ Fix minor bugs or errors.
- ✓ Test your forms.



## HOW DO YOU KNOW IT'S TIME FOR AN UPDATE?

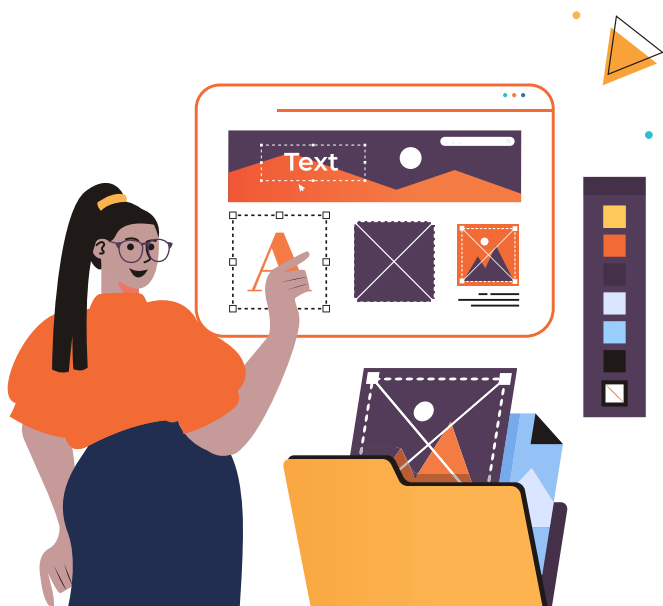
First and foremost, update your content often. If you haven't done that in several months, do it as soon as you're done reading this! But how do you know if it's time for a refresh beyond just content?

### It's been a while

A website should never sit static. If your site was launched several years ago with no major cosmetic, functional, or UX updates, it probably looks old and clunky to the user. That can immediately discredit your association.

### Not performing well in search

Organic search is ultra-important. Do some searches and see where you land in the results. Don't like what you see? Then publish more content. Think about new pages, videos, blogs, case studies... anything optimized for what your members and prospects are searching for.



### Not optimized for mobile

Nearly 60% of web traffic comes from a mobile device. If your site isn't optimized for mobile, you're putting a satisfactory user experience at serious risk.

Source: [explodingtopics.com](https://explodingtopics.com)

### Your content management system is a nightmare

Your CMS is how you update your site. If it's next to impossible to update your current design, add or remove content, create new pages, and more, it's time for a new CMS.

## About GrowthZone

GrowthZone AMS helps organizations grow and retain membership, engage and inform members and prospects, and streamline tedious tasks. The cloud-based system is powerful, easy to use, and designed to manage the day-to-day operations of your organization.

**REQUEST A DEMO**

## Association Web Design

Whether you want to populate your existing site with useful GrowthZone website modules, edit your own site with a CMS, or launch a new site from scratch, we have an experienced team to make it happen.

**LEARN MORE**