

## Importance of Updating Content Regularly

So, what is the primary goal of our business as Internet marketers? To generate the leads, which in turn generate business. How do we make that happen? We make it happen by doing everything we can to make sure that our articles and our websites turn up at or near the top of the search engine rankings. After all, you don't generate leads if you don't get noticed.

If you're not on the first page of those search rankings you're not going to be noticed, you're not going to generate leads, and you're not going to earn the income that you got into this business to earn. One of the major keys to Internet-marketing success are to put in a constant effort? Well, one of the things you need to be constant about is making sure that you're continuously putting fresh content out there on the Internet.

Articles and website content that's well-written and uses good search engine optimization (SEO) techniques is only the first step to getting your business noticed. The next is to make sure your articles and content are fresh. Why? Because search engines like Google incorporate algorithms that give priority to new content over old content.

Just like your grocery store stocks the shelves to make sure you're getting the freshest possible product, Google and other search engines are set up to make sure that the newest relevant content pops up on top of the search rankings.

There's another way to work with this as well, and that's by reviewing and revising your existing content, particularly the content on your website. Again, search engines are programmed to be able to tell which websites are fresh and which are getting "stale" by evaluating how often new content appears on the site and whether or not existing content is being updated.

It's not hard to generate new content. The world of Internet marketing is changing all the time. Your own business is growing and changing, too, so you've got a lot to talk about.

But how do you go about revising your existing content? That's easy, too. Add updates to existing articles as situations change. All you need to do to make that article fresh in the eyes of the search engines is to post an update that talks about the new trends.

What it takes is that you work smart, and there is little you can do that's smarter than updating your content to get your business noticed.

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