

True or False:
Updating Your Website Now is Not a Priority



White Paper

By Larry Clayman, President

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False.

With budgets tight, there is probably nothing MORE important that you can do with your marketing dollars than to improve your website. Much like a basketball team that counts on running all of the plays through the point guard or a football team that relies on the quarterback to get the job done, your website stands at the core of your marketing program.

Virtually everything your company wants to say to the world is (or should be) on your website. Exhibiting at a major tradeshow this year? Where better to announce it than on your website? Have an important new product announcement? It should have a prominent place on your website. Want to make sure that the market looks at your products and services the way you want them to? Your website is the venue to brand your company in the way you want it seen by the outside world.

But most importantly, when you use any traditional advertising medium (print, PR, tradeshow, direct mail, event, etc.), your prospects are going to go first to your website to learn more. Your job is to make sure that they can.

So regardless of what else you do in 2009, updating your website (and keeping it up to date) should be job #1 at your company. Your website is your window to the world—and we do mean world—and I is open 24/7/365.

-- Larry Clayman is the President and owner of Clayman Advertising.