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# More about Content

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I have had some requests for another article about content so I thought I would open up a discussion for us all to chat about content as well as giving another article on the subject.

As I said in my other post Content is King it keeps search engines fresh as well as keeping your readers interested and coming back for more.

Some ideas for keeping content fresh would be to create a blog like this one I use WordPress for three reasons.

The first is its FREE and I love FREE for both me and my clients if I can save people money I think I've done my job well.

The second thing is that its easy to use and set up and can be integrated into an existing site with a little bit of work.

The third thing is you can update your WordPress blog using a Free iPhone app which means you can keep updating your content wherever you are and whenever the inspiration hits.

Blogs are a brilliant way to keep content fresh and new as well as building up a nice archive of information. Another way to keep content fresh would be to add a news section. However this comes with a WARNING! if you add a news section to your site you MUST keep it up to date. Nothing says unlooked after site like a news section that's not been updated for 2 YEARS! and trust me I've seen them.

So let's open this up to a discussion how do you keep content fresh on your sites? Have you had any good ideas we could all use? Do you have any content related questions I could answer in another article? please email me on [gem@aarkdesign.com](mailto:gem@aarkdesign.com)

Keep Smiling

Gem

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