

Why Retailers Must Continually Update Their Web Content

By ATA Cassie Scott

When was the last time you posted a blog or article on your website? If you didn't respond with "A few days ago," it is time for a reality check. A website is crucial to your archery business but what is on it and how often it is updated are even more crucial.

Andrew Kucheriavy, an expert in "user-experience" website design, believes content is the most important part of your site. He said good content "should target your audience, engage them and persuade them to take action."

Is anything more important than content? Yes. You must have lots of it. According to the website Inc., publishing content consistently helps you generate leads, boost brand awareness, engage your audience, establish authority and credibility and improve website traffic and search-engine optimization or "SEO."

Fresh Content Means Happy Customers

If you do not regularly publish fresh content, readers will get bored and lose interest in your website. Consumers, especially millennials, want genuine, helpful content that intrigues and entertains.

Fresh content helps establish brands as industry leaders. It also helps engage customers and keeps them active and interested in your website, which opens your doors to sales. Your content can strategically promote your classes, leagues and equipment and coax readers to sign up for your events and buy your products online or in person.

Fresh Content Boosts Traffic

By regularly updating your content, you also ensure Bing, Google,

Yahoo and other search engines rank your business higher for consumers searching online for archery pro shops. How? It is all about SEO, the process that affects your website's or a webpage's online visibility in search engine results.

As the SEO Site Checkup website notes, "When you publish new content, you present more opportunities for your site to contain more keywords. Keywords are high on the algorithm chart for search engine indexing and

ranking." Therefore, to attract visitors to your website, ensure your content uses keywords essential to your business, like "archery," "bowhunting," "archery classes," "archery equipment" and others.

Likewise, the Inc. website stresses that consistent content updates with specific keywords show search engines that your blog or website is well-maintained and that its information is valuable to specific search criteria. The post also notes that content quality and



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quantity are the most important factors in SEO.

How Often Should You Post?

Camryn Rabideau, who wrote the article "The Importance of Posting Content Regularly," suggests businesses post content at least weekly to generate traffic. Google, however, recommends website updates two to three times per week to increase rankings. Further, Hubspot data found that businesses posting 16 or more blog posts per month got almost 3-1/2 times more traffic than those publishing zero to four monthly posts.

With that in mind, evaluate your business needs and priorities to update your content-marketing plan. Just remember the more content, the merrier.

Use Free ATA Content for Your Own Business Website

Creating content isn't easy, of course but the Archery

BOWHUNTING 360

The ATA's websites are packed with content that attracts and engages archers and bowhunters. You can use it to keep your websites or social media pages relevant.

Trade Association can supplement your blogs, videos, articles, webinars and tutorials. As an ATA member, you can use content from the ATA's consumer sites and social-media communities, Archery 360 and Bowhunting 360, for free. The ATA's websites are packed with content that attracts and engages archers and bowhunters. You can use it to keep your websites or social media pages relevant.

These consumer sites also promote your business through the store locator, which helps potential customers search online for nearby archery stores. Just be sure to confirm or update your shop's contact information in the member login portal on the ATA website. That quick check ensures customers will find your store and helps businesses network with you. You can also confirm or update your store's information by calling the ATA's business and membership office toll-free at (866) 266-2776.

Get Expert Advice

Don't forget about the ATA's web development services, which can help you maximize your store's website potential. Web experts will assess your online presence and its effectiveness and explain ways to grow and improve your website.

With the ATA's web-development services, you can gain knowledge to better determine your store's website needs. Let the ATA's digital marketing experts help you develop a sound content marketing strategy with daily content updates from the ATA's Archery 360 and Bowhunting 360 websites, as mentioned above. They will also help you create a standard library of content for your brands, services, lessons, departments and range types. These strategies will help you improve your website traffic and attract and engage more customers.

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