

# How to Spring Clean Your Website!

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Spring is a wonderful time of year but it might not be so wonderful for our online business. The weather is getting nicer and people are spending more time outside, away from their computers. One way to get more people to come to your website is to do some spring cleaning and I don't mean your house! Our websites can get stale and outdated if we do not clean them up periodically.

There are lots of things you can do to freshen up your site and bring new life and new customers to your online business.

1. Add a new section filled with resources, information and maybe even some special deals for your customers. Use relevant keywords to improve your ranking. For example: if you own a home decor business, offer decorating tips and advice. Show people how to decorate on a budget or how to redecorate with things they already own. By providing information and resources along with your products, you are giving people a reason to keep coming back. This is how you build trust with your visitors and get more sales.
2. Remove all dead links, outdated information and products. Nothing is worse than going to a site and finding links that don't work or information and/or products that are no longer useable or helpful. Go through all the links on your site and freshen up the content to offer up to date information!
3. Give your homepage a facelift by adding new graphics, text, etc. Redo your banner and give it some new life. Take out the old graphics and add some fresh new images. Research your keywords and revamp your text with some effective keywords. Write a new introduction to your site detailing all your new additions.
4. If you haven't yet tried blogging, read up blogging and zap some life into your site. Some free blogging sites are Blogger and WordPress. Blogging is a

great way to improve your search engine ranking while expanding your network.

5. Update your product line. Add some fresh new products and offer the old products at clearance prices. Have a Spring Sale and liven up your sales! Keep those customers coming back for more!

6. Add a What's New page so you can let everyone know about all your updates now and in the future. This feature could get more people to return to your site to see What's New?

7. Research the colors used on your site. You may find changing the colors of your site can bring a whole new life to your business.

8. Put a small survey on your site. Ask your visitors what they would like to see and what type of products they are looking for. Getting the information straight from the horse's mouth could do your business a lot of good. Offer your visitors a small gift for answering the questions on the survey.

9. Renew your goals! Make new goals and write out a new business plan. Learn from your experiences, good and bad, and improve your plan for success.

Spring is a time of renewal, revitalization and reenergizing! Our online businesses are no exception!

About the Author:

Terri Seymour (also known as "The eBook Lady") has over ten years online experience and has helped many people start their own business. Visit her site at

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