

Content Update, Do It Very Often!

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Google loves content, but google loves more when the content is updated very often. If you have a website that is not updated since 2 or 3 months ago, then you can be sure you will loose some positions, and not only that, also spiders will stop coming to your site as often as usual. Recover the 'before' situation will be somekind of hard work.

Portal news sites have no problems to be updated as often as possible, another situation is for the corporate sites that are only a simple presentation of the business itself and the website is not needed to be changed or updated from time to time. So What To Do in Those Cases? - Maybe it would be better if I explain this with an example, you can visit this website: <http://www.igosite.com> and also <http://www.sotespa.com> and you will see the first part of the site as a fixed part that doesn't change and the second part just below that change from time to time as a news column. This is a great idea to have a dynamic website... google loves it.

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