



Harnessing the web  
Putting you in control

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## Is Your Website Working Hard Enough?

When business owners complain that the company website isn't working hard enough, there's a good chance that no one is working on the website.

We're long past the days of static sites that simply serve as online brochures. While you don't need bells and whistles to impress visitors, what you do need is relevant and useful content—content that keeps visitors on your site, and content that lures them back.

Too often, we hear small- and mid-size business owners saying that they're not "big enough" to warrant making regular updates. Your company size doesn't matter. Your prospective customers want useful content regardless of whether you're a small, local business or a global giant.

Making regular updates, of course, requires some effort. Quality content management systems (CMS) make doing these updates easier—often with a few clicks of the mouse (this means no more excuses like, "I need to wait for the web guy"). By taking back control of your site through a user-friendly CMS, you can make content—and even design—updates that will keep visitors coming back again and again.

### Top Six Relevance Tips

Still, it's important to understand what "relevant and useful content" is. Here are some tips:

1. Anything that's newsworthy should be featured on your site—whether on the home page, a news section, or both. Newsworthy items include awards (and nominations!), speaking events, new hires, new product releases, anniversaries ("celebrating ten years in business"), etc.
2. Just as important as it is to post news, it's important

## Did You Know?

**Did you know** that Dovetail is going to be attending the MBA Bank Tech/Retail Banking Conference on Tuesday, June 17, 2008, from 8 am to 1 pm? See novo in action! [Learn more here.](#)

**Did you know** that novo allows you to place "expiration dates" on event items you post to your site? This makes your job even simpler—now you don't have to remember to go in and take down old news because novo does it for you.

**Did you know** that novo allows you to make a design change and apply it to all pages of your site instantly? No more going into each page to make the design changes by hand. This saves you time and money.

**Did you know** we offer regular, free online demos so you can learn about the power of novo first hand? [Visit our online demo 24/7.](#)

**Did you know** that we have a new must-see website report for manufacturers available for free download? [Visit our home](#)

to take down "old news." The sure sign of an irrelevant site is one that has an announcement from three months ago.

3. If you don't have an FAQ section, develop one and update it regularly. No doubt, you get "repeat" questions about your business. An FAQ section is a perfect place to answer these questions while engaging people and having them recognize your site's relevance. When developing content for this section, think education: coming up with a glossary of terms, explaining how something works, using examples.
4. Take advantage of other web tools, such as Salesforce.com, and integrate them with your site. For example, have a customer area where people can tap into projects or jobs and place orders.
5. Don't underestimate the power of interaction. People have shorter and shorter attention spans. Static sites don't work as well as ones that engage visitors through blogs, polls, surveys, and "ask the expert" features.
6. Don't forget your website's design! Make sure any design changes you make are reflected throughout the site. [In this recent article that we read](#), it predicts home page screen shots may soon be included on search result pages in engines like Google. Design matters.

At Dovetail, we'll show you how novo, our premier CMS, will help make updating your site with relevant and useful content a breeze. [Contact us today to learn more!](#)

[page and click on the "Free White Paper" banner.](#)



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