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CREATING POSSIBILITIES

# USE THESE TIPS TO KEEP YOUR ECOMMERCE WEBSITE FRESH

Article from [Revalsys Technologies](#)

This article explains about  
the tips to use to keep an  
ecommerce website fresh

Creating a user-friendly, SEO-optimised website with smooth navigation is not the last step in your website's journey. You must keep updating its content from time to time once it has been launched.

An outdated website can lead people to assume that your business is inactive. An inactive website also affects your search engine rankings as they prioritise websites that are updated regularly. This can affect your visibility and hamper your sales.

Following are the sections of your website that you must update regularly and tips for updating them:

### **Maintain A Blog**

Maintaining a blog is a great way to have fresh content at regular intervals. Use it to update your followers about your company, products, services, and offers, discuss the latest trends and events in your industry, and talk about your journey, experiences, and learnings. Offer tips to other ecommerce businesses to grow their business. Follow an interval for your blog, whether it is daily, weekly, or fortnightly, so that your followers can keep up with your new posts.

### **Use Pictures**

Your product pages are not the only place where you can use images. Use images to illustrate your products and services on your "About Us" page along with having photos of your team members. Brighten up your website by having colourful icons next to your call-to-action buttons.

### **Fix Broken Links**

Broken links adversely affect the user experience and the search engine ranking of your website. Your visitors can get frustrated when they open a product link only to come across a 404-error message. This increases your website's bounce rate and damages your brand's reputation. Get your website checked for broken links once every 1-2 months.

### **Include Video Content**

Videos quickly grab the attention of viewers and play a major role in increasing the number of visitors to your website. Have customer/client testimonials in the form of videos or make unboxing videos of your products explaining the handling of products. People relate to and remember a message when they have a physical person directly delivering it to them. This will help to increase your customers' trust in your brand.

### **Follow The Latest Web Design Trends**

Web design trends, like any other trend, keep changing. Every year a new set of colours, elements, style of design, kind of font, etc. is in trend with customer demands. Minimalism is also a popular trend.

Using the latest web design trends gives your website a fresh and contemporary look, helps you to stand out from your competitors, and increases your conversions. Humans are visual creatures and get attracted to anything that is visually appealing. They will prefer to shop with you if your website is pleasing to look at.

### **Remove Old Offers**

When you change your content periodically you have to take down your old content immediately. An important section of your website that you must pay attention to is “offers”. Rotate your offers with seasons, festivals, and other holidays and update their landing page content. As soon as you display your latest offers, remove the outdated ones. Remove offer details on out-of-stock products.

### **Create A Company News Section**

Keep your customers in the loop about your company’s latest happenings. Dedicate a separate section to it on your website and post updates like your latest awards and accolades, mergers, acquisitions, partnerships, clients, etc.

### **Display Customer Testimonials**

Customers look for social proof before purchasing products. Positive experiences of your past customers assure your potential customers of your brand. Display your customer reviews on your website’s homepage, and remove those of products that you no longer sell. Keep updating the section with testimonials of your latest launches.

### **Update Or Delete Old Content**

You must maintain transparency with your customers in order to be successful. Their trust in your brand takes a hit when they attempt to purchase a product only to discover that it is not available, or that its price is higher than what they saw on your website. Hide products that are out of stock and remove products that you no longer sell. Make sure that your website reflects changes in product prices in real time.

### **Launch New Products**

Customers expect new products frequently. From festivals and birthdays to anniversaries, they have multiple occasions to celebrate and reasons to go shopping. Find out their preferences through polls and launch new products. Get customers excited about the new launches by posting teasers for them on your website or social media channels. Regular polls are another great idea for new content and for increasing your engagement rates.

### **Include Social Media Site Links**

Social media is an integral part of people’s lives and an important part of their shopping experience. They use it to go through a brand’s products, check their reviews, and make purchases. You must establish a social media presence for your brand and expand it as new channels emerge to keep up with your customers. Embedding your feed on the homepage to display the latest posts can also ensure freshness in the website’s content.

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