

# 5 Reasons Why You Need New Content to Boost SEO and Website Ranks

CAPSTONE DIGITAL MARKETING



## NEW CONTENT MEANS MORE INDEXING BY SEARCH ENGINES

New content can help search engines index your site more often. When you update frequently, you must continue to do so with high-quality content to reap the rewards of fresh content.



## GOOGLE APPRECIATES UPDATES (AND REWARDS YOU FOR IT)

Google has made it clear that they appreciate websites with fresh content, such as webpages or new blogposts. Updating your site frequently will also engage your audience more often.



## MORE CONTENT OPENS THE DOOR TO MORE KEYWORD OPPORTUNITIES

More content means more opportunities to rank relevant keywords for your website. Instead of building your content strategy around keywords, focus more on the quality of the content.



## NEW CONTENT BOOSTS YOUR AUTHORITY

Google rewards websites that showcase their authority in the industry. Write on topics that are relevant to your industry, but also furnish high-quality content. Google will consider you an expert in your field.



## FRESH CONTENT IS WHAT KEEPS YOUR AUDIENCE ENGAGED WITH YOUR BRAND

New content keeps everyone up to date on what your company is doing. When they visit a site and notice that the content is outdated, they are likely to leave your site and never return.

The bottom line is that fresh content keeps you relevant, helps rank more keywords, and paves the way for a better search engine ranking.

For more information: [capstonedigitalmarketing.com](http://capstonedigitalmarketing.com)