



**October 10, 2014**

### **Stay Current**

The Culinary Business Institute teaches how to start and operate a culinary themed business, be it a Personal Chef Service, a Dinner Party Service or expansion into a Commercial Kitchen. All three of these have a common thread, beyond the culinary issues. Each needs to advertise and have a presence on the internet. You need at least one page having the bare minimum details – this would be the absolute minimum, and even with that scenario you will need to refresh that page. The message in this blog is to always always always keep your web site current. Everyone has searched for a particular company only to find the last visible activity on that site was 2 or 3 years ago. That is a red flag for most people – at least a caution flag. There are many reasons why you MUST keep your web site active and up to date – this does not mean a complete overhaul once a week – but it does mean posting something to show a human is behind the curtain and the place is open for business. People who come to your site will know that you are open and well, plus by updating your site (blog entries, photos, recipes, etc) your web site gets favorable ranking feedback from the robots that constantly scan all web sites. Seeing “new” information is a huge plus. You will have a better search listing compared to a like site that has made no updates. One update every month is again a bare minimum. One update a week is far better. If you have photos of prepared dishes, parties you worked, etc. start a photo gallery and swap photos out weekly. Writing a blog is good also, but requires time. If time is available, write, but be careful – don’t write one blog then let it sit stagnant for 3-6 weeks. That is where your photos can assist you in staying fresh and receiving favorable ranking feedback.

