# 5 Reasons to Work with a Website Management Company by Andrew Holoubek

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If you think you have what it takes to maintain your website all by yourself, think again. No matter how tech-savvy you might be, if you want to have the best online presence, you'll need to hire a professional website management company.

Here's why:

1. You'll have more time on your hands

If you own a business, you have enough to worry about. Do you really have the time to upload new blog posts, add new web pages, and figure out how to make technical upgrades all by yourself -- in addition to all of your other responsibilities?

By having a professional website management team handling all of that for you, you can rest easy knowing that all of your online needs are being taken care of. That way, you can devote your time to other things!

2. You'll get an SEO boost

Search engines love websites that get updated on a regular basis -- and they hate websites that have broken links and are slow to load. When you hire professionals to take care of your website maintenance, they can make sure that you're doing everything you should to impress the search engines. That way, they can help you get as much search engine traffic as possible!

3. You can get rid of that shoddy web host

Lots of quality website management companies offer their own private web hosting. As a result, you'll be able to bid "bon voyage" to the web host that's currently charging you an arm and a leg -- or offering you dirt-cheap rates that come with customer service that's also cheap.

As an added benefit, by having your website management company host your site, you don't have to be just one of the masses. Instead, you'll be part of a much smaller group of customers, so it will be much easier to get one-on-one customer service whenever you need it.

4. You can get some help coming up with a solid online marketing plan

A professional website management team doesn't just blindly make updates. Instead, they make changes that are part of a larger online marketing strategy -- and they'll even help you create that strategy! After all, people who specialize in quality website maintenance are true online experts. You can use their expertise to come up with a marketing campaign that's perfect for your business!

5. You'll be able to make sure that your website works everywhere

When's the last time you checked to see if your website displayed right in Internet Explorer, Firefox, and Google Chrome? When's the last time you checked to make sure your website loaded properly on smartphones, tablets, and other mobile devices? Instead of crossing your fingers and hoping for the best, your website management team will make sure that your website works anytime, anywhere!

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Andrew Holoubek is Chief Marketing Officer (CMO) of a a website maintenance firm. He has written five business books, been a business consultant to large and small companies, and is heavily involved in Internet marketing through PPC and SEO services as well.

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