

### **Do you need both? Which is better?**

The web has changed fast. Social media, loosely referred to as Web 2.0, is everywhere. Web tools such as blogs, facebook, twitter and other portals are multiplying rapidly. So what is the right first move to get your web presence current and up-to-date?

For any business, social media is a very affective tool used to market your website products or services. Today, social media is equally as important to the success of a website as search engine optimization has always been. The beauty of social media is that anyone can do it, you do not need to be technical, just social. In fact, you can start at any time, and you should.

With all these new web tools, how important is a website? For many people, a blog is easy to launch and easy to update, some may even suggest that a blog is all that is needed. However the truth is, that currently, most businesses still require a primary website location that can thoroughly convey a brand or business story. Blogs, facebook and other social tools are methods to engage and drive visitors to your website – to purchase a product, join an email list or download information. Known as conversions, these visitor actions lead to customer interaction and ultimately a sale. Commonly, most new websites are being built on CMS (content management systems). These provide a much more adaptable framework than most blogging platforms. A properly planned and developed CMS website is prepared to expand and grow more readily and visually ordered, than a blog site.

So yes blog, and link to your updated website, and perhaps if it seems right, even twitter. Just remember every business is different, finding the right mix isn't difficult, though it should require a bit of planning and as always - a strategy for your brand.