

Renew your website and reconnect with your users with RWC's

WEB CONTENT REFRESH

As the internet matures, many large companies, governments departments and organisations are struggling with websites that are showing their age:

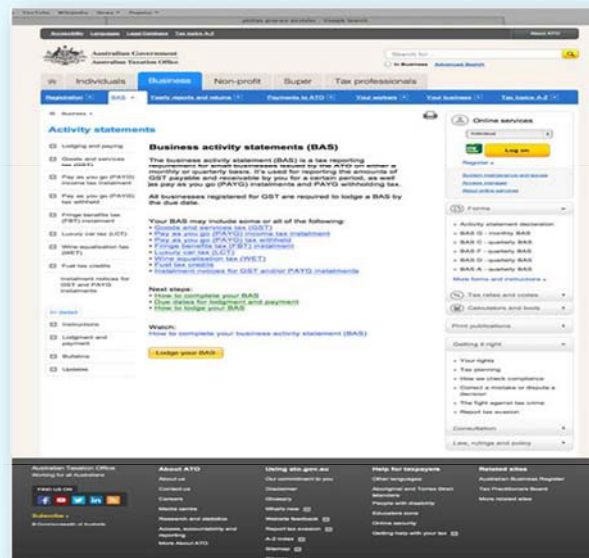
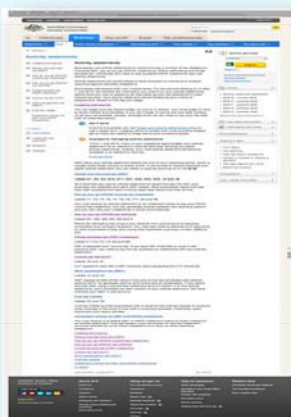
- Sites with too much content that is hard to find and difficult to read.
- Sites where many pages are out of date and are rarely, if ever, accessed.
- Sites so confusing to navigate that users give up and phone your call centre!

An underperforming website not aligned with your organisational goals can mean lost business, lower profits, higher costs, and unhappy clients, customers or staff. It can also pose a very real reputational risk. But there is a solution: WEB CONTENT REFRESH. Our team of highly skilled, experienced editors and content producers analyse and audit your content and edit your copy to revitalize your web presence and reconnect with your audiences.

With **WEB CONTENT REFRESH** we work closely with you to **reconnect** with your users, **recover** the value in your content, and **renew** your brand promise.

A new content model for www.ato.gov.au

From **this** to **this** ➔



* Hundreds of web pages expertly edited, rewritten, reorganised, rationalised and retired to align with the Australian Tax Office's new strategic goals

Find out more about what **RWC** can do for your communication needs.
Call us on 0411 125 815 | or send an email