

GOVERNMENT MEDICAL COLLEGE & HOSPITAL, CHANDIGARH
DEPARTMENT OF INFORMATION TECHNOLOGY

To

Mr Manoj Vohra,
System Analyst,
IT Centre,
Govt. Medical College Hospital,
Chandigarh

No.: GMCH-IT-2024/ 207
Dated, 09-10-2024

Subject: Importance of Regular Website Updates

Mr. Manoj Vohra,

As we continue to enhance our digital presence, I want to take a moment to emphasize the critical importance of regularly updating our website. Our website serves as a gateway for patients, students, and stakeholders to access information about our services and facilities. It reflects our institute's commitment to patient care & quality medical education and excellence in research.

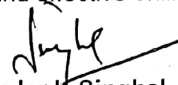
Here are a few key reasons why regular updates are essential:

1. **Security:** Keeping the website updated minimizes vulnerabilities, protecting our organization from potential threats and cyber-attacks. Regular security patches and updates are vital in maintaining the integrity of our system.
2. **User Experience:** An updated website ensures that users have access to the most relevant and accurate information. A dynamic site attracts visitors, improving engagement and customer satisfaction.
3. **SEO Benefits:** Search engines favor regularly updated content. By maintaining an updated site, we enhance our search engine rankings, driving more organic traffic to our website.
4. **Compliance:** Regular updates help us adhere to set standards and regulations, ensuring that our website remains compliant with legal and accessibility requirements.
5. **Brand Reputation:** An outdated website can damage reputation of our hospital and our IT cell. Frequent updates portray us as a current and forward-thinking organization.

Considering these points, I urge each of you to prioritize website updates on your agendas. Please ensure that all relevant information, including new services, team changes, and news features, are communicated and updated without delay.

We cannot afford to fall behind in this digital age; our website is often the first point of interaction for patients, students and other partners. A proactive approach to updates reflects our commitment to professionalism and client service.

Thank you for your attention to this matter. It is imperative that we work together to maintain an up-to-date and effective online platform.


Dr. Surinder K Singhal
HOD IT Centre

NO.: GMCH-IT-2024/ 208-09

Dated, 09-10-2024

A copy is forwarded to the following for information and necessary action please.

1. The Director Principal, GMCH-32, Chandigarh
2. The Medical Superintendent, GMCH-32, Chandigarh


Dr. Surinder K Singhal
HOD IT Centre

o/c