

# Website Content That Works

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Over the last couple years, there have been a number of new techniques, processes and features that claim to be the answer to getting people to check out your website and obtain great rankings in the search engines. Some examples include: social media, Pay-Per-Click campaigns (PPC) and email marketing. While these methods can support the overall web marketing strategy and are quite useful if applied correctly, they are not guarantees of getting targeted traffic to your website. Even more important however, is that fact they provide very little, if any, capabilities for getting people to actually stay on your website.

So, how do I go about creating a website that people will spend time on and utilize as a resource to learn more about my products and services? The best way to achieve this goal is to create compelling content and listed below are some helpful tips to help you get started:

## **Know Your Audience:**

You should be keenly aware of who you are writing for and tailor content to address their specific questions, concerns and interests. For example, an elder law attorney might produce an article or create a short informative video on common legal questions and issues within the managed care industry or an optometrist might create a basic eye care directory that contains definitions of common terms and frequently asked questions that they share on their website and through their eNewsletter.

## **Keep It Brief:**

The content you create should be straight forward, easily digestible and in smaller doses. A few paragraphs is ideal (think your typical newsletter article). If it is a complicated subject or topic that requires a great deal of explanation you can still provide all the details and background information just don't expect everyone to want to read pages upon pages.

## **Avoid Shouting Your Achievements:**

We are all proud of our own accomplishments and in most cases are quick to share them in detail on our websites, blogs, Facebook pages, etc. However, this is not the best approach to capturing the interest of your audience and most people are quickly turned off by reading in-depth narratives of your past successes, awards and other accomplishments. Instead, you should try to keep the first rule in mind (know your audience) and focus on producing content that they are truly interested in.

To borrow a fantastic analogy from industry expert David Meerman Scott, You should think of the content as a networking function where many people from various industries get together to meet, greet and discuss various business topics. In this type of setting, you would not spend your time trying to go around gathering as many business cards as you can and shout out as much info on your product or service to every person you speak with in hopes of getting as many "sales" as you can. People do

business with people they like and trust and this is not conveyed or built through gimmicky sales pitches, it is built from listening to your customer's needs and directly addressing them with the content you produce about your product or service.

**Tip:** If you want to effectively and genuinely tout your business, you should look into gathering and utilizing customer testimonials and let your customer's experiences speak on your behalf.

### **Keep It Fresh:**

In order to have an effective ongoing content strategy, you need to keep things fresh and provide updated content on a regular basis. This doesn't mean you have to dedicate an hour a day to writing articles and producing videos necessarily, but the more often you can produce new content the better. There are also a number of services and tools that can support your efforts in this area and help produce quality content on a consistent basis including a branded eNewsletter, Social Media Management (SMM) and Online Reputation Management (ORM) services.