

What Makes the Best Website Content?

The best website content is:

① Useful

- ★ Customers want content that:
 - ★ Teaches them something new
 - ★ Answers a question
 - ★ Helps them make a buying decision
- ★ By being useful, you are building trust and goodwill, both of which influence whether folks buy from you

③ Credible

- ★ Your customers want credible information - content they can trust
- ★ You will become credible by continually producing useful and original content
- ★ In the meantime:
 - ★ Use your "About" page to establish initial credibility
 - ★ "Borrow" credibility from established experts: conduct interviews & ask for guest posts

② Original

- ★ Even if a topic is covered elsewhere, if it is relevant to your customers, create some original content about it
- ★ This makes your site the one-stop source of info - a great way to drive continual traffic
- ★ Two ideas:
 - ★ Give your own unique insights and thoughts on the topic
 - ★ Discuss/review other posts on the topic (content curation)

④ Friendly

(to people & search engines)

- ★ Writing in a "forced" way just to please search engines is so yesterday
- ★ Search engine companies work hard so that their engines judge content in the same way that people do
- ★ **Therefore, create content for people**
 - ★ But don't forget SEO basics such as keywords, title and descriptions

Learn a bunch more about content marketing at (link is case-sensitive): <http://bit.ly/LGUdG7>