



10 Golden rules when compiling the content for your website!

The content of your website is your number 1 online sales tool. Pictures, tools, and other fun stuff can be important in making your website visibly and functionally appealing, but it is the content that sells. Well written and user focused content and enticing 'Calls to action' allows your visitors to "find out" more about your products and services, as well as how your company will be able to meet their needs.

Content weighs heavily both in terms of how users interact with your website as well as how visitors (both human and search spiders) are able to determine what you offer and what each page of your website is about. While solidly optimized content is important for search engine rankings, considering the usability of your content is of paramount importance for attaining good conversion rates.

1. Consistency:

The content of your website should be written in consistent voice from page to page. This voice needs to be one that is relatively consistent with your industry and resonates with your target audience offering interesting and engaging content.

2. Active words:

Active words help the user engage with the content making them a participant rather than just a passive reader. The site's content should be full of active verbs that inspire visitors to take action. You can also bold, underline and internally link some keywords to allow users easy navigation of relevant content.

3. Typographical errors:

Website should be free of all typographical errors. Both spelling and grammatical errors can be an indicator that you lack professionalism. They must be eliminated to maintain overall trustability and add to the user experience.

4. Skimmable & scannable:

Visitors tend to skim through and scan content to find what interests them before they actually read each word. As much as possible, use short paragraphs, headings, bullets and stick to a basic reading level. The use of 'calls to action' and sales based graphics linking to additional content can also be very useful for visitors who are time starved to allow them to 'cut to the chase'.

5. Customer focus:

Present your content in a way that addresses your visitor's overall wants and needs. Focus on them, not on your company. Address their needs in a clear and concise manner and provide a variety of contact methods as users have different comfort levels and some may not use a telephone number and will opt for a contact form instead.

6. Personality needs:

Content should use language that speaks to individual personalities of your visitors. Providing information that certain personalities "need" helps speak to those visitors more directly and move them through the conversion process.

7. Benefits vs. features:

Present the benefits your visitors will receive. Don't write exclusively in terms of what your product or service does, but what benefits your visitors will get from your product or service. Sell the benefits to your visitors to turn them into customers faster and with less effort.

8. Spammy text:

Content should always read naturally and should never feel "stuffed" with keywords. Never hide content on the page, but use it effectively as a sales tool. Don't over populate keywords but always make sure that you use them naturally in the flow of the page.

9. Calls to action:

Each page should contain a close and one or more calls to action. Once you have effectively provided the necessary information, compel the visitor to take a desired action and make it easy for them to buy.

10. Linking out:

Whenever possible and only where relevant, link your text out to other areas of the website as they are mentioned within the body copy. Selectively link out to external sources that reinforce the information you are providing.

All too often site owners want to sideline the content. They feel that pictures, tools and products are the only things that visitors want. Yes, these are an important part of the sales process, but so is the text. Properly developed text informs and persuades. It entices and encourages. It draws and drives. More than anything else, text sells.

And finally a bonus tip!

Images:

Many clients miss the opportunity to optimize the images on their website, all image should contain an image title that contain pertinent keywords and also complete the 'alt tag' as this is another opportunity to promote your keywords to the search engines. Ensure that all images used throughout your website are a small file size to ensure faster page loading.

For further information or to book a no obligation review of your website please contact Aspedia on 1800 677 656.