

7 Ways to Help You Improve Your Website Content

1

Think of Your Website Goals

What do you want your users to do? Your website cannot just be a replica of your printed brochure. It needs to be focused on your audience: who they are and what they want—and then you can feed them the content they actually want and need.

Essentially your website should be mapped for the stages of the customer lifecycle: Brand Awareness, Consideration and Decision and Loyalty. Each piece of content needs to have a purpose to guide your user/customer through their journey with your business. Relevant, useful and enjoyable content will convert visitors into repeat visitors who will become leads and who then will purchase your product or service.

2

Not Sure Where to Begin? Start with the Core Content

This is the content that is absolutely necessary to your site—about, contact, services/products. OK, It's your brochure. But this is just the starting point, the familiar information people expect on a site. It's the bare bones of your website. Time to put the meat on the bones.

3

Check Your Analytics to Check the Life of Your Site

What are the most popular pages? Do those pages match your business goals? Add those in and make sure they are optimized with keywords, headers, meta information and a call to action. Check out the user's time on site, pages visited and referral sources.

4

Slash Outdated and Least Popular Content

What are the fewest views pages? Do you really need them? Can they be improved, or can the content fold into another page?

5

Keep a List of Keywords as Your Defense

Keywords are the words or phrases your customers type into a search engine to find you. These words will help you focus your content on what will bring people to your website. Write them naturally into your site's content. (No keyword stuffing).

6

Write for Your User, Not Your Boss

I know—your company loves industry jargon and company acronyms. But here's a secret: Your customers don't understand them—and are annoyed by them. So don't use jargon or heavy, 50-cent words in your content. Write as if you are talking to your customer and then write simply and briefly. Keep the content relevant, useful and readable. Short paragraphs—even one sentence—are OK.

7

Create Customer Personas

Maybe you think you can shrug off this step, saying you know who they are. But trust me—you will forget as you write and update your content. Understanding who is your ideal customer is key to creating content that matches their needs.