

10 Content

10.1 Why content is important

<http://www.websuburb.com.au/HelpDesk/Content/tabid/151/Default.aspx>

You may have a well-designed, functional website, but if the words on the pages don't hold your customer's interest, then odds are they'll click off before you can say, "Don't go - we have lots to offer!"

Great content is important because it captures and keeps the customer's attention.

In the end, it's the words that make the sale – not the fancy graphics or designs.

Whether you write the copy, or pay someone to do it (such as a professional copywriter), it's crucial that your website has interesting and engaging words and calls to action.

In this chapter we tell you why content is important, and how to create it.

10.1.1 Connecting with the customer

Through the power of words in your website, you can create a bond with your customer. A website can reflect the personality of your business and help the customer feel more connected with you.

10.1.2 Adding value

A website can be a great resource, providing information and education for your customers through articles, newsletters, forums, blogs, and more.

10.1.3 Selling products and services

A website can be one of your best salespeople. It can educate your potential customers, keep loyal customers up-to-date on offers and specials, as well as take orders, saving you time and money.

You can also streamline labour-intensive functions with electronic options, such as FAQs or detailed service and support manuals online. This could also save telephone support calls, and customers who do phone for support are likely to be better informed.

10.1.4 Search Engines

Content helps search engines (such as Google, Yahoo, etc) to understand what your website is about. This is important because customers use search engines to find your website using "keywords" to search for your business. For more on search engines, see Chapter 9.

10.2 Types of content

10.2.1 Web content

Web content is the copy on your website, ie. all of the words on the pages.

10.2.2 Articles

Articles are an effective way of educating your customers. They are an information-rich resource that reflect your business's position as an expert in your industry. You can distribute articles to business and education websites to increase visibility.

10.2.3 Newsletters

Newsletters (weekly, monthly, bi-monthly) are another way you can offer fresh, helpful and practical information to your customers and position your business as an expert in your industry, as well as attract new customers, and stay in the mind of your existing ones.

10.2.4 Blogs

Blogs show the personality, passion and expertise of your business in an ongoing dialogue. They provide one of the best channels to really connect with current and potential customers.

The next step is Habits

<http://www.websuburb.com.au/HelpDesk/Content/Habits/tabid/776/Default.aspx>