

12 STEPS FOR CREATING GOOD WEBSITE CONTENT

For Your Business

1. UNDERSTAND WHAT PROBLEMS YOUR PRODUCTS/SERVICES SOLVE
How do your products/services add value by saving time/money/headache? Be specific. Be compelling.

2. IDENTIFY WHO CAN BENEFIT
Create personas based on commonalities among your existing customers or those of your direct competitors.

3. KNOW YOUR COMPETITORS
How can you differentiate yourself? How are your products/services unique and/or better?

4. TARGET EACH PERSONA
Explain how your products/services alleviate each persona's specific pain points. Employ empathy. Address common objections or barriers to purchase/convert. Know what motivators inspire each persona to take action.

5. FOLLOW THE BUYING JOURNEY
Create content to target each persona at every step of the buying journey. Lead prospects down the sales funnel, from awareness to consideration, decision, and advocacy.

6. DO KEYWORD RESEARCH
Be sure to take into consideration human factors such as relevancy and usefulness (intent) as well as search volume and difficulty during your keyword research process.

7. INCLUDE SOCIAL PROOF
Reviews, testimonials, awards, and certifications add credibility. Blog author bios add authority for E-A-T.

8. CALL VISITORS TO ACTION
A simple directive phrase like "Subscribe Now" or "Add to Cart" instructs your website visitors on what to do next, making the buying journey clear.

9. CHECK SPELLING & GRAMMAR
According to a recent study, typos on a website's landing page increased the bounce rate by 85% and reduced the time on site by 8%.

10. FORMAT ACCORDINGLY
Apply on-page SEO techniques and weave in your targeted keywords, but don't lose sight of who you are really creating your website content for – people. Implement people-friendly formatting like organizing your text into bullet points and numbered lists to make it easier to consume.

11. GET VISUAL
Human beings are visual beings by nature. In other words, if you focus solely on text, you will not do your website (or your business' bottom line) any favors. Video can significantly increase dwell time on websites, and using infographics can double your website traffic.

12. KEEP IT FRESH
Good website content isn't set-it-and-forget-it content. Customers' needs change. Your content should follow suit to ensure your website remains relevant to your target audience.



thatagency.com

WHEN IN DOUBT

Entrust your website content creation to the pros. Contact **THAT Agency** today at **561.832.6262**.

SOURCES

Google >> <https://bit.ly/3eTVcrd>
HubSpot >> <https://bit.ly/2YPXxOj>
Moz >> <https://bit.ly/2YRxxTL>
Neil Patel >> <https://bit.ly/38jjaVy>
THAT Agency >> <https://bit.ly/38uzE2d>
Website Planet >> <https://bit.ly/2YQM7K5>