

Is Content Really King?

In this day and age of online marketing, content has been heralded as king, and for good reasons. People flock to sites not because of the flashy graphics nor the astounding features nor the witty domain name of the said pages, but because of the information contained therein that would enlighten them with their queries of the moment.

Content is even more potent in winning visitors than, say, search engine placements. You may derive a tremendous amount of traffic from the search engines, but if your content is junk, your visitors will never come back. But with good content, alas, you'll have for yourself recurring visitors who will be eager to read your latest update.

You are most probably aware about the importance of traffic. Relying on unique visitors alone won't give you the traffic that can be considered as sustainable. You must find a way that would encourage previous visitors to return to your site as well. Good content does this with relative ease.

It goes without saying then that your website should have rich, premium, informative content. Content is indeed king, and your web pages serves as the throne. For the success of your business, your website should be constructed as such.

Here are some simple steps that would help you build a content site, and fast:

Develop the layout that is simple and pleasant to the eyes. By keeping away from flashy ornaments, you'll be able to manipulate the focus of your visitors to the content you want to share. Let your content carry your web pages and let the words speak for themselves.

You cannot rely on words alone, no matter how witty and cleverly used they are. There should be substance behind them as ultimately, the worth of your words is what would impress upon your visitors the true value of your website as a quality resource hub. So do your research. Make sure you know the subject matter by heart before writing your content. If you have questions about the same, do not try to conceal it them with silence. Seek out the answers and leave no bases uncovered. Make your content as comprehensive as possible, and your visitors won't have to look elsewhere to find the answers they are seeking.

Your content should be presented credibly. Employing good writing skills would be instrumental to achieve this. Pay attention to the intricacies of writing for the web. Write well, but in a simple manner. Avoid using jargons and flowery words. Keep your paragraphs short so that you could make good use of negative space, that blank area between clusters of words which would allow your readers' eyes to rest. Use bullets and numberings as much as possible. Online users are not really known for their patience, and this is something you have to work on.

When writing your content, make sure that the first part of your piece is capable of grabbing your visitors' interest so that they would be motivated to read on. In these times of convenient surfing, bear in mind that your readers can always go to another site if they don't find your content engaging. The challenge lies in capturing their interests and giving them what they want. This would compel them to read on and stay.

Always update your website with new content. Not only will the search engines love this, resulting in a higher page rank for your site, your visitors will likewise be encouraged to return to your site come for the new information you would share.

Consider using blogs instead of traditional HTML designs. Blogs are very easy to set up and update. Once you have typed your entries, all you have to do is to click on a button to publish them. A lot of Internet marketers actually use blogs in creating several mini-sites for their AdSense campaign. Blogs allow them to set up multiple pages in one day. And with the way blogs are favorably getting indexed at the forefront of every search engine result, their value has fantastically increased in recent months!

All hail the king! Content is king, but you wield control. Furnish the king with royal garments and surely, your online kingdom would reap the rewards at a faster rate.

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About the Author

When not on his soapbox, Andrew Wroblewski is doing battle with the thousands of spyware programs that can affect you via his ant-spyware and spyware removal website: <http://spyware.pcwash.com> where you can get a free spyware scan of your computer system.