



Spork Marketing Web Content Development Tips *Simple, efficient, and effective marketing*

Here are a few good general tips for developing website content:

Make a plan. We never develop a website without developing a content plan first.

Do keyword research. If you want to know what content to write, you should invest in some professional keyword research. A keyword research report from Spork Marketing, for example, will help you determine what questions potential customers are asking.

Write with a purpose. Every page of web content you develop should have a goal and a “call to action.” The goal of a homepage (for example) is to give your site visitors a basic introduction to your business. The “call to action” should be a link that encourages people to see more of your site – i.e., “learn more about our products and services, view our portfolio, and contact us to discuss your project. Our initial consultation is free.”

Be informative. No one likes to read a page full of sales copy – give your website visitors something useful and they’ll view your site in a better light.

Keep it short. Less is more.

Get outside help. When businesses develop web content internally, they often do so from a very specific perspective – the perspective that comes from years of industry experience. This perspective is important and valuable (and many of your web visitors will appreciate your knowledge), but it’s not the only perspective your web content should be written from. Your website should also be useful for someone who knows absolutely nothing about your business and what you do – which means **an outsider** (even if it’s just a trusted friend or family member) **is essential to making sure your web content is informative.** We recommend hiring a professional content developer – they’re experts at developing content for all audiences and they’re surprisingly affordable.

Never copy anything that’s not yours. Not only is copying someone else’s web content dishonest and unethical, but there’s a very good chance that the search engines will label your site as “spam” (because you’re copying other people’s content) and penalize you...meaning you won’t get many (or any) visitors to your site.