

Write Your Own Content

Content is what your visitors are coming for and therefore creating it is a key step in the whole process of planning your website. Check on this simple guide on how to get it right.

HOW TO WRITE YOUR OWN CONTENT

Your content is the most important element of your website

1. *Content is what draws your visitors*
2. *Content should be tightly focused on: Your website goal Your target market*
3. *Writing content is also called “copywriting”*
4. *Copywriting and sales are complex and well-studied Psychology plays an important role Techniques have been tried and tested.*
5. *7 key recommendations for website copywriting*
 - * Use **STRONG** headlines Most important element of your content First impressions count Encourage your visitor to read more
 - * Focus on benefits to the visitor; not features Understand what is important to your visitor and target that Don't talk about how great your product is, but how it will improve your visitor's life Not: “we offer top quality discounts in...” But: “you can save...”
 - * Keep your language simple Not because you visitors are stupid; because your visitors are not paying attention Be clear Be concise
 - * Be credible Back up what you are saying with facts, statistics testimonials and references
 - * Use emotive language People make decisions based on feelings Be subtle: tell stories, paint a picture
 - * Have a call to action on every page Make it easy for your visitors to buy or “convert”
 - * Consider the search engines Getting traffic from search engines is important Use keywords and phrases in your content
6. *Do you have pictures?*
 - * Pictures: Can add value to the text Break up solid blocks of writing Attract and draw in readers
7. *Will you add and change content? Adding new content attracts repeat visitors and increases visitors from search engines*
8. *The answers to these questions will determine the type of website you will need How often will you change content? How many people will need access to change the content? Can you edit HTML, or do you need an easier way (content management system)?*
9. *Remember, changing content is the easiest part of your website to change. So you can always experiment with your content to get the optimum result.*
10. *You've now seen how to write your content. This is the THIRD STEP in the process of good website design.*
11. *Need Help? Ask the experts at guiding you through website development.*

You can also check the reference [here](#) [1].

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