

CHECKLIST FOR Effective Website Content

Effective website content not only attracts users to your business website, but also keeps them there longer and persuades them to take action. Use this checklist to develop effective website content.

- Provide high-quality, useful content. If you don't have the resources to create content in-house, outsource to a writer with experience in writing content for websites.
- Keep it brief. Online readers have limited attention spans, so keep their attention with short content. If you must post longer content, break it up with bullet points, subheads and white space between paragraphs.
- Update your content regularly. Adding new content on a consistent basis helps your site rank higher in search engines, attracting more users.
- Create at least one call to action on every page of your website. The call to action should appear near the top of the page so users don't need to page down, and should clearly indicate the action you'd like users to take, such as "Buy Now," "Click Here," "Sign Up," "Contact Us," etc.
- Use appealing photos, graphics and images throughout your website. Make sure you have the rights to use the photos on your site, either by taking your own photos or by licensing them from a stock photo house.
- Use appropriate keywords throughout your website content, including meta tags (the descriptions of your content that show up in search results), title tags, headlines and subheads, body copy, and the tags of images.

- Use keyword tools such as Google's Keyword Tool (<http://adwords.google.com/o/KeywordTool>) and the Bing Keyword Research Tool (<http://www.bing.com/toolbox/keywords>) to find the most effective keywords for your business.
- You can also use these tools to see what keywords your competitors are using on their websites.
- Put keywords closer to the beginning of a tag or heading, and closer to the top of the page, for better results.
- Put the keywords you think you'll rank highest for first, the second-best one second, and so on.
- Make sure your content includes internal links (that is, links to other pages within your website).
- Make sure your content includes external links (that is, links to other reputable websites).
- Consider adding a business blog to your website as a place to regularly post new, keyword-rich content. For best SEO results, you should put up new blog posts at least three times a week.
- Consider adding video to your website. Video keeps users on your site longer. It also helps your site rank higher in search engine results because there is less competition for video rankings.
- Encourage customers to share your content on social media to drive additional awareness of your website.
- Use free analytics tools like Google Analytics (<http://www.google.com/analytics>) and Bing Webmaster Tools (<http://www.bing.com/toolbox/webmaster>) to monitor the effectiveness of your content and modify your approach for best results.
- Be sure to include a Privacy Policy, Terms of Use and any required legal notices. If children are likely to visit your site, be sure to comply with the Children's Online Protection Act <http://www.business.ftc.gov/privacy-and-security/children%27s-privacy>

NOTES: