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Writing And Optimizing Your Website's Content

By [Donna Snyder](#)

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Content is why people come to the web and surf. When picking up a newspaper or magazine, people are looking to read something which is of value to them. The crucial importance of content is the messages and information that accurately and significantly describe your business, products, services, history of your company, or purpose of your web site.

Graphics, Design and layout for an "eye catchy" website are very important. However, it is absolutely useless if you have no content to put on your site.

Decide on your topics and gather your information, before taking the next step in writing your content.

Read information on related topics of your business, products or services, etc. This may assist in giving you ideas. But, be sure not to copy another's ideas, content or graphics!

Decide what information you want to include in your site. Whether it be details about your products, services, stories, about you, etc. The more information and details you provide your visitors, the more interested they become in browsing your site further. I offer you a few more tips for writing content below:

-Write your content with the search engines in mind. Keywords and phrases are prominent measures in optimizing your website for the search engines.

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- Do not overload your pages with information and text, which require endless scrolling. Break your topics up with individual pages. After deciding what information you wish to use, write the information in your own words.

Once your content is written we recommend that you doing the following:

- Have others you know personally, look over your work and give their comments, suggestions or feedback.
- Review your content a few times, be absolutely sure that you have included everything you wanted to convey about your site.
- Type your content out and save it to note pad, Microsoft word or some other text editor program.
- Be sure to check and double check your grammar and spelling.
- Copyright your content - Most material used on website is copyrighted to protect their work. A copyright statement, is a statement letting your visitors know that your work is protected and © copyrighted, under US or International copyright laws and that in no way, may your website information, banners, headers, graphic designs, artwork, photographs, etc, be copied, edited or re-distributed in any way, without your knowledge or written consent.
- Offer Something "Extra" - Visitors love when a website provides "something extra". Whether it be in the form of a Newsletter, mailing list, freebies or downloads, a little gift may go a long way.
- Update your site regularly - A "News and Events" page, is a wonderful way to show your visitors that you are up to date with your website.

Written By Donna Snyder, CEO Of American Association Of Webmasters -
<http://www.aawebmasters.com>

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