

5 WAYS TO CREATE WEBSITE CONTENT THAT GETS RESULTS



YOUR WEBSITE WILL BE SUCCESSFUL IF ITS CONTENT IS EASY TO READ, FOCUSED, VALUABLE, PERSUASIVE AND MOTIVATING.

How to make it easy to read

Eight out of 10 people will read the headline, but only two out of 10 will read the rest.

We're all overwhelmed with the volume of information online and we're impatient to find what we're looking for fast. If your website doesn't immediately tell me you're what I'm looking for, I'm going to hit the back button in an instant. If there's too much text, I'm not likely to read it, but if you present it effectively, I might start by skimming it. Here's how to capture my attention:

- Make your content skimmable.
- Organize content so that the most important information gets my attention first.
- Use a visual hierarchy of headings, subheads, pull-quotes and bulleted lists to guide me.
- Use short paragraphs and mix long sentences with short sentences.
- Break up the text with white space, boxes, illustrations, charts and images.
- Format your content to make it crystal clear where I should go next after each element. (Have others test-drive it and get feedback.)
- Read [How to Write Killer Headlines](#).



How to make it focused

"Is this where I'll find the answer to my problem?"

[You've got 10 seconds.]

Here's how you answer that question, clearly and immediately. Identify your unique value proposition: a statement that explains what benefit you provide for who and how you do it uniquely well. Every element of your content should point back to this statement.

- Your home page should quickly tell me if you have the answers I'm looking for.
- If I can't quickly figure out what's in it for me, I'll click that back button.
- Identify your goal for each page and its intended audience.
- If you offer multiple products/services for multiple audiences, make sure your home page provides a clear pathway to the appropriate inside pages.

How to make it valuable

"How is this going to benefit me?"

People use the web to find information – make sure you're providing it. Create copy that informs, educates and guides your audience. Don't give me spin. I appreciate honesty and transparency. I want facts so I can make an educated decision.

- Write each headline first (one that tells visitor how they will benefit), then make your content fulfill its promise.
- Don't tell me how wonderful your business or product is. Instead, show me by providing evidence.
- Use conversational English. Avoid industry jargon unless it's for a technical audience
- Explain why your company is uniquely qualified to provide its products or services.
- Tell me stories of people who have benefitted from using your products or services.
- Turn features into benefits. Don't try to sell me your product or service. Instead, sell the way it's going to change my life. How will I be happier, healthier, wealthier, smarter or more secure after I use your product or service? Don't tell me what it does, tell me what it will do for me.
- Include a compelling "About Us" page that tells me *how you can benefit me*.

Here are some ways you can offer added value