

Business Technology Program

How-To Guide: How to Create Effective Web Content

Web content is important because it helps drive traffic to your site. What is Web content? It's any written material on your website. Use the checklist below to determine what types of content you may want to include on your site.

- Titles
- Headlines
- Product names
- Product descriptions
- "About Us" page
- Help page
- FAQs
- Customer service information
- Articles
- Blogs

Here are some keys to creating good content:

- **Think about your target customer.** What kind of user do you want to attract to your site? Write content that is relevant to that person's interests.
- **Brief is better.** Internet users scan websites quickly to determine if the site has what they need. Use headlines, subheads, numbered lists or bullet points to break up longer text into the short chunks that online readers prefer.
- **Drive action.** All of the content on your site should include some type of call to action. That could be clicking on a link, shopping on your site or calling for more information.
- **Use keywords.** People search the Internet using "keywords." A person looking for a pizza restaurant in Pittsburgh might type in "pizza," "pizza parlor" or "Pittsburgh pizza restaurant." Search-based keyword tools found on major search engines can show you what keywords people use most often when searching for businesses like yours online. Use those keywords in your content, especially your headlines and subheads.
- **Proofread your content.** If your website is riddled with spelling errors or typos, users may be concerned about your company's professionalism and attention to detail. If you don't have a good proofreader on your staff, you may need to find a freelance editor to handle the job.



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Depending on the type of content your site needs, your existing staff and your skills, you may be able to create all of your own content, or you may want to hire someone else to do it for you.

Below are some popular websites where you can find freelance writers, editors and proofreaders. All of these sites let you post your project and get responses, let you search postings by freelancers seeking projects, and handle payment transactions for you.

- Elance.com
- Freelance.com
- Guru.com
- Odesk.com
- PeoplePerHour.com

