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The Importance of Unique Content

An effective website should be more than an electronic brochure. It is now the most common way in which prospective customers look for information and therefore to work as a sales tool, it must supply answers in ways that meet the needs of the visitors. Therefore, the site must provide the "reasons why" the goods and services offer value as they perceive it. The better the content on the website, the more it will convey credibility and be more likely to turn interest into action. This situation is just as valid for small businesses as it is for corporate giants. In fact, the Internet has levelled the "playing field" to a large extent so that quite small operators can compete favourably if they present their case professionally. Well-written content can deliver results better than many more sophisticated techniques.

Effect on search engine ranking

Search Engine Optimisation (SEO) is the practice of optimising a web site in all of its internal and external aspects to increase the traffic the site receives from search engines. Content is one of the major factors determining how a site ranks. In turn, the content needs to have the right keywords and phrases used in the text, as well as in the code. Regardless of whether the bid for high rankings is achieved with (Pay Per Click) advertising, on Organic Search optimisation or both, it is the content that drives the results. Another point to note is how "fresh" a site appears. For example, Google uses algorithms that give priority to websites with content that is up-dated regularly, because fresh content such as articles, promotional specials and similar material are generally perceived to provide more contemporary information to the site visitor.

Content writing skills

Perhaps the most important factor in creating website content is the ability to perceive the marketer's value propositions in terms to which the target audience will relate, it is not demeaning business owners and managers to indicate that their perceptions may not be as relevant as they once were, because situations change constantly depending on financial conditions, social elements and perceptions of value. A contemporary understanding of the characteristics and mindset of the target audience are fundamental when compiling and presenting your information in the right terms and "tone" to suit the current circumstances and to combat the messages of competitors.

Over and over again, one sees websites full of technical jargon, product features, irrelevant padding, yet virtually no communication of the benefits to the prospective buyer. Other common problems include graphics that are inappropriate to the market category, poor text layout, or bits of information in illogical places. It is essential to present relevant information in an appropriate way. If in doubt about the abilities of the business manager or a family member as writers, it is worth considering that the cost of professional help is minimal in the overall process. It will make a significant difference to the overall effectiveness of the website as the primary sales and marketing tool.