

eCourse Outline

How to Write Website Content for Humans and Robots

1. **What is website content?**
 - a. General definition of content: *stuff you put on the web for people to interact with*
 - b. Website Content
 - i. Page Content
 1. Describes your business and its core services
 2. Updated only when your business changes or you re-write
 - ii. Blog/Article Content
 1. Dynamic content that's generated regularly
 2. Provides helpful context & information related to what you do
 3. Helps attract users who are searching for info related to your business
2. **Why worry about content?**
 - a. It connects you with your audience.
 - i. Show your expertise in your field.
 - ii. Educate your potential customers.
 - iii. Earn the trust and respect of your audience.
 - iv. Bring an interested person into the fold of your business.
 - b. Website Content = Search Engine Optimization
 - i. Content is the primary driver of search engine ranking.
 - ii. Search engines look for context. Content gives them that context.
3. **Match your content and your users.**
 - a. Users should find the content they expect when they visit your site via a search engine.
 - b. Content creation is part of crafting a great user experience. (See our eCourse "Three Steps to Crafting an Effective Small Business Website.")
 - c. Content creation is an ongoing process:
 - i. Write for visitor engagement.
 - ii. Measure that visitor engagement.
 - iii. Re-write for more and better visitor engagement.
4. **How can I identify good topics and make helpful content?**

- a. Google Suggest – Use the autocomplete feature in Google’s search to explore searches around your business, and write down the results. It’s a simple and effective way to do free keyword research and to understand how users are searching for information relevant to what you do.
- b. Your knowledge of your customers/clients
 - i. What do customers/clients ask you about on a regular basis?
 - ii. What do you wish your customers/clients would ask you about?
- c. Search Engine Optimization research tools – paid third-party services designed to help you find great topics, e.g.
 - i. [Spyfu](#)
 - ii. [Moz](#)
 - iii. [SEMRush](#)

5. How to Use Keywords

- a. Each page/article should have a *focus keyword* that’s the primary topic.
- b. Find your focus keyword using the techniques you used to generate topics: Google Suggest, knowledge of your customers/industry, and keyword research tools
- c. Be sure your focus keyword is contained:
 - i. In your page title
 - ii. In at least one heading in your page content
 - iii. In the first paragraph of your text

6. General Content Writing Guidelines

- a. Make it easy to read.
 - i. Increases engagement
 - ii. Pushes you higher in search rankings
 - iii. Increases the likelihood of conversion
 - iv. How to write readable content
 - 1. Well-structured title that provides a clear picture of the page content (and uses your focus keyword)
 - 2. Clear subheadings that flow like an outline
 - 3. Concise, punchy paragraphs
- b. Use plain language.
 - i. Analyze your content for readability using plugins or external tools.
 - ii. Site content should usually be written at around an 8th grade reading level.
 - iii. Avoid jargon and technical terms. If they’re necessary, explain them to the layperson in your text.
- c. Avoid long blocks of text.
 - i. Break up text with visual elements like headings, subheadings, photos, and charts.

- ii. Break up long paragraphs into shorter ones.
- d. Edit thoroughly. Ask yourself:
 - i. Did I address my reader's concerns?
 - ii. Did I strike an appropriate tone?
 - iii. Did I avoid using jargon?
 - iv. Did I use white space and layout?
- e. Voice and Perspective – consider your user's perspective:
 - i. How would a potential customer ask a question?
 - ii. What sorts of words and phrases would they use?
 - iii. How do they feel when they come to your site?

7. To blog, or not to blog...

- a. Why you *shouldn't* blog: blogs are time consuming. They require:
 - i. A strategic plan
 - ii. Great visual content
 - iii. Dedicated marketing strategy
 - iv. Regularly-published new content
- b. Why you *should* blog: blogs are great lead generators!
 - i. Establish trust & credibility
 - ii. Higher place in search engine rankings
 - iii. Interact with your audience
 - iv. Funnel traffic from paid ads

8. Content Writing for Blogs

- a. Average length of top posts: 1800 words
 - b. Shoot for 1,000-8,000 words, depending on your content goals
 - c. Posts should be informed by keyword and topic research
 - d. Make your posts easily shareable
 - e. Add internal links to other pages on your website
9. In summary, **write for humans, and the robots will follow!**