
How to Write Excellent Website Content

Contributed by admin
Friday, 07 September 2007

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Success on the internet is what you are after.

This assumption is based on two facts; that you are taking the time out to read this article, and the fact that more and more people are now realizing that the internet is a potential goldmine.

Many are signing up, hoping to cash in on the wealth that resides on the net.

Few, however, succeed.

Creating a money making website, either via selling or advertisements, is not a simple task.

It takes commitment, long working hours, self-belief and the willingness to accept delayed gratification.

The equation however, of creating a successful website, is a simple one.

(Excellent written, valuable content) + (numerous inbound links) = high traffic = many monetization possibilities.

Fortunately, the first element begets the second; impressive content will generate numerous inbound links by itself.

If people like your content, they will link to you.

So, onwards onto the handful of pointers that make excellent content.

Be original

This does not mean writing in a wacky tone, or trying to get people to laugh. It means being yourself. It also means never stealing anybody else's work. Never copy and paste in order to create content. Research, by all means, but compose the articles in your own words.

Use good English

It may seem like a rather obvious suggestion, but I have seen so many sites in which the English usage was just awful. Nothing comes across as less professional. Use a spell checker and then, if you are not a whiz at your language, ask a friend or a colleague to read the article, assuring that the grammar is up to a high standard. Conversely, don't try to be too smart for your own good. Assure that the English you use is fitting for your audience and that they will understand what you are saying.

Be concise

Intelligent usage of the English language creates an enjoyable read; for a book. For any average article, however, people want conciseness. Keep your sentences short. Keep your paragraphs short. Keep your articles short. Bullet points are always excellent to use if you are making points.

Make the first and last paragraphs engaging

Internet surfers skim articles. If the first paragraph is deemed worthy, they may skip to the last paragraph. If these two paragraphs are engaging and interesting, the reader will attend to the whole article. If you don't catch your reader straight away, they will click out as quickly as they clicked in.

Take your reader on a journey

Assure that the flow of the article is natural. You can summarize in the first paragraph and then go more into detail. Don't however, start by introducing all your points at the start. In your last paragraph, you can reiterate your main message.

Write to benefit your reader

YOU may be pursuing an increase in traffic and revenue but in order to get that, you must please your visitor. Your visitor does NOT want to increase your traffic. Your visitor wants to solve the problem which has driven them to search the net; a lack of information. Think first of your visitor and what they want, and then what you want will come in it's due course.

The trick to creating a high traffic website is offering your readers valuable content. Add articles as often as you can, but assure that they are of high quality. If an article takes you hours to write, that will come across. Your reader will feel that you value his or her time. Aim to please your visitor and they will come!