

**Unique quality content development is the foundation of educating your potential customers on your website and internet marketing initiatives.**

**There are different styles of content needed for different initiatives. It is important you develop your content based on a direct goal you are looking to achieve. To keep it simple, the top four outcomes to develop content for are to educate, persuade, convert, and entertain.**

**Plagiarizing content is a spamming technique and could get your website banned and/or cause litigation.**

**Touching prospects, and clients, from multiple initiatives with the right content at the right time is proven to increase quality conversions.**

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1. Create quality content that integrates your SEO terms into the copy - always be thinking about both humans and search engines.
2. Know your audience and speak their language.
3. Write for your customers point of view - not your companies viewpoint. Translate features into benefits.
4. Well crafted copy grabs and keeps attention. Resonating with your audience is critical for conversions.
5. Make it easy for visitors to contact you via multiple ways such as: phone number (make sure your phone number is clickable for mobile devices), email option, ask a question form, contact us form, free in-depth consultation form or request for quote (RFQ) option, provide your address, online chat if applicable, post your hours of operation, and so on.
6. Use your headlines and page titles to provide a snapshot of the content.
7. Get right to the point. Write in first-person or second-person. Use conversational English when possible. Use short simple words. Don't be too serious.
8. Leave out the hype. Potential customers don't want spin, they want facts, honesty, and transparency so they can validate your supplying capabilities are the solution to their needs.

9. Ensure your content can be scanned. Especially for websites. Readers will skip words so make it easy for them to know your key points by using short paragraphs, subheads, bulleted lists, bold text, words in color, words in your links text, and infographics are also great for integrating words with images.

10. Get visitors to take the right actions. Include a call to action on every website page and internet initiative.

11. Length depends on context. Maximize the 35 characters you get on each line of a Google ad. With social media - you might improve engagement by not maximizing word or character limits. Search engine optimization content is usually longer. Website content can get by with shorter pieces if it's authoritative - however as mentioned SEO content is often more in-depth (so it's a balance or a war depending on your goals and competitive environment). In addition, website navigation or landing pages need to be to the point summary pages while destination supplying capability pages could be longer to include important application details and specifications.

12. Create unique landing pages for specific topics. These are essential for SEO, email & marketing automation campaigns, and more.

13. For blog posts - check out SmartBlogger's power words:  
<https://smartblogger.com/power-words/> and [How To Write A Blog Post: https://smartblogger.com/how-to-write-a-blog-post/](https://smartblogger.com/how-to-write-a-blog-post/). Or simply contract with Internet Consulting, Inc. for your blog authoring needs - we are very reasonably priced and will take this off your plate so you can focus on other important aspects of running your business. Blogs are great for SEO - on many levels if done correctly... if not done correctly it is better not to do them for it will make you look unprofessional.

14. Double check sentence structure with content writing tools like the Hemingway App, or Grammarly, or other copywriting tools. Spelling, grammar mistakes, and poor wording make you look amateur.

15. Let pictures and videos help tell the details.

16. Include trust building content when needed. Provide company certifications, history details, achievements, testimonials, case studies, and other third-party endorsements that hold weight. Customers buy from companies they trust.

17. Use best practices standard fonts and formatting.

18. Always have clear navigation. Visitors won't guess where to go or analyze what you mean - they will hit the back button and go to competitors that quickly validate supplying capabilities and make it easy to initiate business.

19. Review competitors' content.

20. Hire a content writing professional if you are not one. Build a relationship with them for ongoing quality new content across multiple internet initiatives is the foundation of the successful evolution of your internet presence and credibility.



Internet Consulting, Inc. would be happy to help you achieve your content writing, website and internet marketing goals.

We are experts at integrating your content into marketing automation, responsive website design, search engine optimization (SEO), email campaigns, video development & marketing, mobile app development, social media marketing, and other initiatives based on your exact target audience(s) buying and specifying processes.

**The 1st Step...** is to fill out Internet Consulting, Inc.'s [no cost in-depth content consultation form](#) (it will take you less than 4 minutes due to most questions being check boxes).

Contact by phone at (224) 677-3222 or email [sales@internetconsultinginc.com](mailto:sales@internetconsultinginc.com)