



Articles and Content for a successful website.

What is the most important part of your website.

A website is a way to communicate a message you want your customers to view online, you want them to come and interact at your website.

Great articles and content needs to anticipate questions and satisfy the customers quest for knowledge, the vast majority of Internet consumers visit a web page to learn more about products and services they are looking for before making a purchase.

A successful Web page.

What goes into a successful website.

You need a create content rich web site. The content should be relevant and up to date as well as written in such a way that you are talking to the customers like they were standing in your store, because some day they may be standing right in front of you.

Such items as articles, tips, tutorials that will hold your visitors interest and get them to return to come back to your site again and again.

keeping your content Up to date this keeps the site fresh and interesting.

Search Engines are looking for websites that offer fresh and informative content for their visitors.

When writing content use easy to understand words and avoid using slang; which many visitors may not understand.

Designing Content Articles.

One key way to design a successful web site is to create original compelling content, not just once but keep it fresh and up to date.

Remember to design your content to attract both the visitors and Search Engines, find and use the most relevant keywords for your articles.

This is a must if you want your site to be successful.

Never copy text from other websites and paste it into your website.

One reason you should never do this is called duplicate content.

Duplicate content

You can be penalized in the search engines when you duplicate content or in other words by taking an article from another website, (with permission or without) you create duplicate content, Search engines and web site visitors want to see fresh content, not thousands of web pages that contain the same information, it is frustrating to be looking for relevant information and not be able to locate it because everyone is using the same articles for content.

If you want your web page to be listed in the upper end of the search engines listings, then you want fresh and original content.

Creating great content is not that difficult, but it can be time consuming.

If you were to write a new short article every day you could quickly generate excellent content for your web site.

Spend just 20 min a day writing content and at the end of a week you will have a great resource for your clients and web site visitors.

Learn more about SEO and Web pages at our learning menu.

Thank you for visiting Albany Webs