



Designing a successful WEB PAGE

Creating successful content and articles.

This is a topic for debate, you will find many different opinions on many different websites online, some will tell you that you need to include robot text files, meta tags, and special search engine tactics to get your website listed on search engines.

The simple truth behind designing a successful web page is to create informative and compelling content in the form of information that is fresh and original.

"what if I don't know how to write good articles"

This is one of the most often asked questions, for new owners of websites online.

The secret to writing good articles is really simple just imagine that you are talking to a new customer and they are asking questions about your business.

Writing an informative article in a personable way is really not that difficult.

Ask yourself a few basic questions, you hear them everyday when talking about your business, just imagine you have a new customer and answer their questions in an easy to understand way, by writing this down you have a start to writing a good article.

Recently there has been a trend that was created for this basic website need.

Fresh Content and articles for free using a software tool, what this does is basically use a search and replace syntax to change content to make it appear to be unique, the truth is that this creates more problems than it solves, while researching this software I found several article farms, that recycles content.

Basically you have this software that clones content and this is supposed to create unique content, what it really does is put your website out of business and out of the search engine spotlight.

Why you ask?

Simple, poor quality content and duplicate content is a (NO! NO!) and if you do this your website will suffer a slow and agonizing slide into the darkness of cyberspace.

There is no easy and painless way to become successful in operating a website.

The truth is that in order to succeed you need to put a little effort into your work.

No one makes a living for doing nothing.

Effort is what separates success from failure.

Running a business is no different.

You get what you pay for and you can't get something for nothing.

Ok I get it, but I am not a Pulitzer prize winner.

NO problem, neither are most of the writers online.

You don't have to be an expert writer to communicate with your visitor online.

one of the best rules to follow, is to allow your work to flow with a conversational tone.

You talk to people everyday in your work, your job and your life experience.

Chances are you have a unique outlook that you can share with your visitor or client.

What if I don't have time to create this content.

There are several alternatives, if you just don't have time you can hire someone to do it for you.

This can be expensive, and again you get what you pay for, you can find several places that feature writers that will sell you articles for online publication.

The problem with this is that what you are getting is recycled content that is changed up a little to make it appear to be a unique article, what happens is that these people will sell you the same content that everyone else already is using online.

This does not work well for your success for many reasons.

The content may not be very good, and in fact is usually not good at all, with inconsistent information and poor grammatical placement, most of all it is not personable.

The best way to create good content is still by the DIY approach.

DIY (Do it Yourself)

This method remains the most effective way to create content.

Lets get back to the main question, no time!

Well you can look at it this way, we all have 24 hours in a day.

How you use that time is directly under your control, imagine what would happen if you decided to not watch TV for one afternoon, what could you do with that time.

For instance lets say that you take as little as 20 minutes of time you would have spent watching commercials on TV, not much to give up if you ask me.

So now you have 20 minutes you turn into an article, even if you don't finish the article in this time you can always keep working on it until you get something new and interesting.

So what if it takes a couple of days to finish it, imagine what you could do by spending just 20 minutes each day writing a letter to your customers.

Tell them about your new product or service, pass along a tip you learned that saved you money or time in preparing a meal, any subject is great, but try to pick something that you believe in and are passionate about.

Create a little time to work on your website, watch less TV, take a few minutes out of your schedule and create something with your extra time.

Thank you for visiting, return soon for more informative articles.