

Content For Inbound Marketing



Any website needs to have some form of content, especially when it comes to inbound marketing. Both **search engines and users are looking for content** when visiting or crawling through webpages. By following successful strategies for content, you can assist search engines with page ranking as well as attract visitors into becoming potential leads.



Plan The Road Ahead

Ask yourself four questions before planning out content for your website:

- Will visitors know what we do?
- Will they be able to clearly know which page is which (i.e. Homepage, About Us, etc.)?
- Will they know what to do on the webpage?
- Why should they visit and buy from our site instead of from another site?

Don't Get Caught With Your Fly Down



You may think that everything's OK with your site, but if you had trouble answering the questions on the previous page, then you will need an adjustment.

Use these strategies throughout your site:

- Create a few headlines and sub-headlines that tell the visitor where they are on your website
- Create call-to-actions & next steps for your site
- Test content to ensure that it makes sense to visitors



Educate & Offer Value

Always ask yourself...

“What’s in it for my visitors?”

- Offer FREE educational content, such as **eBooks**, **pamphlets**, **videos**, and other forms of content.
- Write to your audience as though you were **speaking directly to them**.
- Remember that they’re here because they need a solution to a problem; let them know **HOW you can assist them**.



Provide Quality Content

It's not quantity but quality of content

- Offer one-of-a-kind content
- Write for your visitors, not search engines
- Provide educational information and value
- Keep content up-to-date
- Know who your audience is
- Cite facts and provide evidence when needed
- Provide well understood, accurate information

Avoid Used & Abused Terms



Terms and phrases that have been over-used and abused – they can not only make visitors roll their eyes but can also create the opposite outcome that you want from your users.

Over-used words include:

- Next Generation
- Flexible
- Robust
- Scalable
- Easy to Use
- Cutting Edge
- Ground Breaking
- Best of Breed

Be Clear & Honest



We have all seen those catchy headlines that grab our attention, only to find out that we had been tricked into visiting a spammy website or false advertisement. We're tired of it, and so are consumers.

Stay to the point with your content. **Make sure that your content is clear and does not have any false information**, no matter how tempting it may be to grab visitor attention. Keep your words and phrases simple and easy to understand, and **ensure that your company's goal or call to action is clear** as well. It may not gain as many followers on the short-run, but it will definitely **keep more followers in the long-run**.

Be A Blogger



Where's the best place to provide the most content?
Blogging. **Here's why you should consider adding blog posts to your website:**

- To create more pages of fresh content, which creates good SEO
- To establish you as an **authority figure in your industry**
- To help drive more traffic back to your main website
- To engage with your audience and customers through discussion
- To get valuable inbound links, which also creates good SEO

Sharing Is Caring (Even In Social Media)



Social media is a great way for visitors to share content and posts to their friends and colleagues. Even something as simple as a “Like” will grab attention to someone’s followers.

Consider **providing a tool on your webpages that make it easy for people to share it on their social media.** There are several plugins available for those who use WordPress that will auto-publish content to your social networks. Tools like “Ad-dThis” or “ShareThis” are also easy widgets that you can share on every page on your site.

Use Visual & Media Content

Multimedia 2 wallpaper

Content is not just the text that you place on your webpages. You can use media content that will please different viewing preferences.

Media and utilities content include:

- Imagery
- Video
- Audio
- Online utility tools
- Games



Testimonials

90%
Of Consumers
Are Influenced By
Online Reviews*

Testimonials are a great feature for your website. It gives a chance for happy customers to tell potential customers how well the brand or service is to them. **Customer reviews and case studies are amazing assistants for closing a sale.**

- Provide stories that are authentic
- Create testimonials that are real and powerful
- More testimonials create more trust with visitors
- Use other review sites such as Yelp

*Searchengineland.com



Conclusion

Content is a long-term strategy that needs to be fresh and interact with your visitors.

Start Ranking Organically In Google & Bing Or Your Competitors Will Continue To Steal Your Sales!

Make sure you **download our next FREE eBook on how to convert leads & increase sales**, so your website can start taking back sales and market share.

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