

# Key Tips to Increase Web Traffic From Your Web Content

Fresh content is **Key**, when it comes to search engines and your visitors. **Fresh content can increase the size of your website;** therefore increasing the size of your information volume, eventually increasing the value of your site to search engines.

## ***What is content?***

Content can be anything posted on your website: video, images, articles, ads, or what ever you feel is appropriate for your web site.



**Key factors** you must note to have a successful website when creating fresh content.

- Add content to your website daily or weekly, sites like news portals, and video sites needs regular and frequent updates.
- If your competition update regularly, you must do the same
- Create unique articles, if you do not have to copy, don't do it
- Make sure all topics and keywords relate to your website

## **Bad Content**

- Changing a few words around on your home page daily or weekly
- Stealing or copying others articles
- To many images
- Posting content that is off subject or not related to your website

## ***Where do you get content from?***



- **Your own ideas or opinions:** if you read through the articles, blog post, forums, etc on the internet. You will find that majority of the content provided is from others ideas, experiences, or opinions.
- **Get the facts:** host your very own surveys to find out how your audience feel or think about a topic that relates to your web site. Then create an article or report from the survey results on your web site.

## Key Tips to Increase Web Traffic From Your Web Content

- **Search the net:** on topics that relate to your website and gather key points from other sites that you feel are important. Then create articles or reports from the information you have researched.
- **Search news portals, forums, and free software sites:** for the latest news or software that relates to your website topic. Post articles or reports about these stories or products on your website.
- **Search through your favorite forum(s) on topics:** that relate to your website, mainly for topics people are seeking help with. See if the problem has been resolved or try to solve the problem. Then create an articles or reports about the topic and how to resolve it. Another place to search for "How to question" is yahoo.anwseres.com
- **Copywriting:** if done properly it is more of a form of expression rather than copying. Read others articles that relate to your web site topic. Then write articles or report in your own words, expression your opinion, disagreeing or agreeing with the writer, or research and provide additional facts about the subject that is in question.

### *What type of content people read?*

- **Controversy:** Expressing your own opinion and trying to prove to others they are wrong are big magnets for pulling in interested readers
- **How to's:** Another popular subject matter, readers are always researching articles on how to do things and how to solve problems
- **News:** Believe it or not, studies show that there are 300% more people reading the news online than in 2001. Researchers also predict that their will be and additional 400% increase in people reading the news online by the year 2010.



## Key Tips to Increase Web Traffic From Your Web Content

- **Advertisement Information:** Online Ads have been growing in at a phenomenal rate online since 1999. Providing readers with a one stop and shop outlet of advertisement content is forever and growing market online.

### *What tools do I need to produce good content?*

- **Research:** This is the number one tool used in creating content. Gather information about topics and then post content that relates to it.



- **Word Processing Applications:** MS Word, Word Perfect, or Google Docs. These are just a few good tools to type and edit your content, before being publishing.

- **Grammar Checkers:** Believe me when I say, "I am no English major." So, like many people, a good grammar checker comes in handy when producing content. A few that I like to use are; [WhiteSmoke](#) and [Stylewriter](#).



- **Text to Speech Reader:** are good tools to use for proof reading your content. One I recommend is [TextReader](#).

### *Content Writing Tips*

- ❖ **Most people are lazy when it comes to reading content.** You will have a better chance at grabbing your readers' attention by keeping your content short and to the point.



- ❖ According to a study by expert Jacob Nielsen, **79% of the people who read documents online tend to scan or skim read.** Highlighting text (bold or color, also hyperlinked text) and bulleted lists captures their attention.
- ❖ **Too much text can run your readers off.** Add pictures, bold text and short sentences to catch your reader's eye.

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