

Optimize Your Website's Content

for Visitors and Search Engines

Your Site Is Not Delivering Results

Why is this?

- Getting the wrong visitors
- Too much “inside jargon” will draw your competitors instead of your customers
- The visitors you are getting are leaving out of frustration



Solution:

Put Your
Audience First!

Approach

1. Get In the Mindset
2. Identify Content Needs
3. There's a Page for That
4. Write the Content

Get In the Mindset

First, identify audiences and needs. Then business goals.

Get In the Mindset: Identify Audiences

- Eliminate the tendency to think of company needs only
- Instead put your audience first
- Start by listing audiences

A Cleaning Company

- New Visitor
- Potential Customer
- Previous Customers



Get In the Mindset: Add Prioritized Needs

A Cleaning Company

- **New Visitor**
 - What services do you offer?
 - Are your services for me?
- **Potential Customer**
 - Are you good at this?
 - Can I trust you to be left alone in my home?
 - How much does it cost?
 - Do you have any specials?
 - How do I get your services?
- **Previous Customers**
 - Repeat discounts or “subscriptions”?
 - Referral discounts?



Get In the Mindset:

What do you want them to do?

- Identify your business goals for each audience
- Increase value of your website by increasing conversions

A Cleaning Company

- **New Visitor**
 - What services do you offer?
 - Are your services for me?
 - **To learn more**
- **Potential Customer**
 - Are you good at this?
 - Can I trust you to be left alone in my home?
 - How much does it cost?
 - Do you have any specials?
 - How do I get your services?
 - **To request more information**
 - **To request a quote**
- **Previous Customers**
 - Repeat discounts or “subscriptions”?
 - Referral discounts?
 - **To become a “subscription” customer**
 - **To send referrals**
 - **To provide a testimonial**



Identify Content Needs

What content does your site need?

Identify Content Needs:

Develop a List of Content Needs

Needs and Goals

- **New Visitor**
 - What services do you offer?
 - Are your services for me?
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 - Referral discounts?
 - **To become a “subscription” customer**
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Content Needs

- **Service Information**
 - List of services
 - Service details
 - Pricing
- **Specials / Deals**
 - Information on specials and how to take advantage of them
 - Referral program
- **Customer Testimonials and Reviews**
 - A variety of testimonials for different areas and types of customers using an array of services
 - Positive service reviews
- **Contact Information and Form**
 - Address, phone number and email
 - Form needs to collect information needed to provide a quote



Identify Content Needs:

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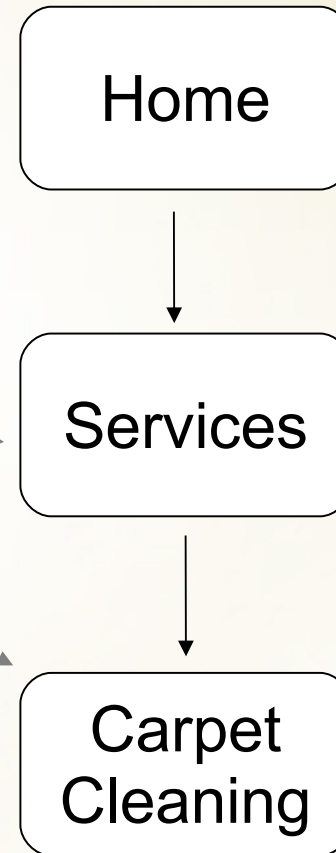
There's a Page for That

Assign content needs to web pages.

There's a Page for That: Web Pages

Content Needs

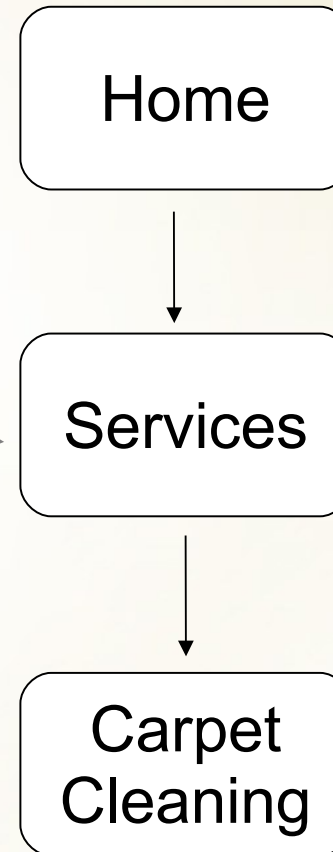
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There's a Page for That: Web Pages

Content Needs

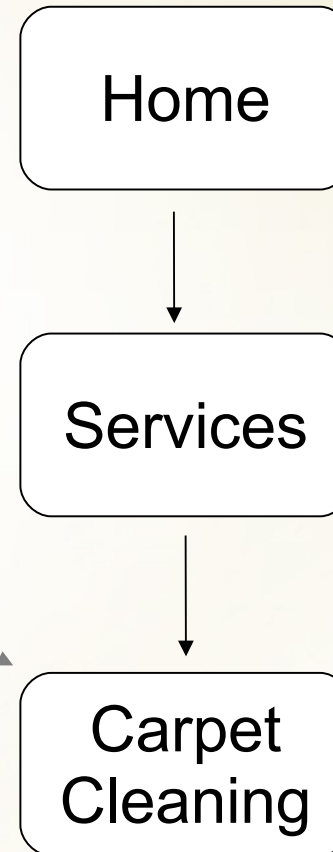
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There's a Page for That: Web Pages

Content Needs

- Service Information
 - List of services
 - Service details
 - Pricing
- Customer Testimonials and Reviews
 - A variety of testimonials for different areas and types of customers using an array of services
 - Positive service reviews



Write the Content

Quickly outline each page before writing.
Always keep your audience needs in mind.

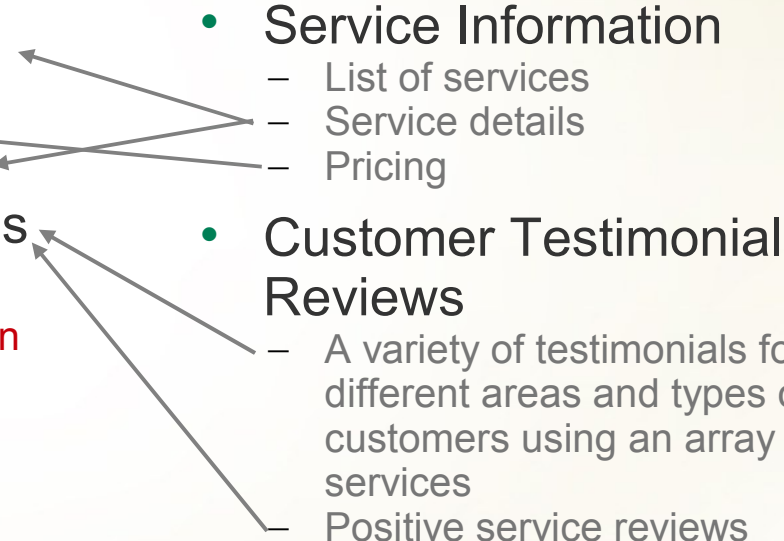
Write the Content: Quickly Outline

Carpet Cleaning

- Summarize the service
- Price
- Unique selling points
- Review and testimonials
- Call to action
 - To request more information
 - To request a quote

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- 

Write the Content:

Fill In the Blanks

Carpet Cleaning

- Summarize the service
 - Fastest carpet cleaning in the metro area
- Price
 - New customer special \$30/room
- Unique selling points
 - Guaranteed to be in and out in one hour
 - Chemical free sanitizing
- Review and testimonials
 - Use Jane's testimonial
- Call to action
 - To request more information
 - To request a quote





Write the Content: **Time to Write**

- Use your outline
- Standard rules apply:
 - Grammar and spelling count
- Keep focused on audience needs and then your business goals
- Pages should only be as long as necessary



Write the Content: Pointers (1/4)

- Use your audiences language

The screenshot displays the Google AdWords Keyword Tool interface. The search term 'self storage' is entered in the 'Word or phrase' field. The results table shows various keyword suggestions with their respective search volumes and competition levels.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
"self storage"	High	550,000	368,000	High
"self storage association"	Low	3,600	2,900	Low
"self storage for sale"	Low	3,600	2,900	Low
"security self storage"	Low	2,900	2,900	Low
"self storage plus"	Low	720	720	Low
"secure self storage"	Low	3,600	1,300	Low
"self storage companies"	Low	2,400	880	Low
"self storage jobs"	Low	1,300	1,300	Low
"cheap self storage"	Low	1,900	880	Low



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Industrial Cleaning & Waste Management Services

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- Waste Transportation and Disposal
- Facility Decontamination & High Hazard Cleaning
- Pharmaceutical Waste Management
- Hazardous Waste Management

Emergency & Rapid Spill Response Services

[Contact Bay West](#)

HAZARDOUS WASTE TRANSPORTATION AND DISPOSAL

Our waste management team coordinates the packing, transporting and disposal of any type of medical, hazardous or non-hazardous waste stream.

We're not tied to any one waste end facility so we can find the most cost-effective method for all waste disposal and recycling needs.

How We Can Help You:

- Manifesting & labeling
- Waste characterization
- Facility permitting
- End facilities auditing

Bay West is a Licensed Hazardous Materials Transporter and a Licensed Commercial Hazardous Transfer Facility.

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info@baywest.com

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Write the Content: Pointers (2/4)

- Good web content can be skimmed
 - Put the most important information near the top
 - Headers, larger lead in text, pull quotes, etc.
 - Use lists
 - Use visuals (e.g images and diagrams)

Minnesota Interior and Exterior Painting

www.tenetpainting.com/minnesota-painters.html

HOME WHY TENET? SERVICES OUR WORK FREE ESTIMATE CONTACT (612) 235-6914

AFFILIATIONS AWARDS REFERENCES

TENET

free ESTIMATE
No obligation

- Minnesota Painters
- Why Tenet?
- Services
- Our Work
- Free Estimate
- Contact
- Employment
- Customer Resources

"The crew was great and they were easy to have around. I would ask for the same crew again in the future. Thank you for a great experience."

Mr. & Mrs. Fredrickson
Parkersburg, Iowa, Tenet
Painter (2006)
[More references](#)

Why Tenet Painting?

UNCOMPROMISING integrity

"Under promise and over deliver" is one of our guiding principles. Accompanied by this principle is the understanding that clear expectations must be established at the start of every project. This is the only way to ensure your satisfaction. Just as our customers are treated with integrity, so are our employees. We believe that how we treat our employees is a direct reflection of how our employees will treat you. At the end of each day we want our customers and our employees to feel valued.

COMMITMENT TO quality

We take a great deal of pride in every project that we do and your satisfaction is of the utmost importance to us. Our goal is to "do it right the first time, every time". We differentiate ourselves from our competitors by helping our employees appreciate the work, feel like a professional and a "job well done" can produce. We will not leave your project until it is finished and you are completely satisfied.

PROFESSIONAL workforce

As the old saying goes, "You're only as good as your worst employees". At Tenet, we believe that to be true. You can expect the people on your jobsite to be skilled, respectful, courteous and able to deal. We assess our staff frequently and are continually striving to better ourselves. As a testament to this belief we reward our employees for modeling these desirable characteristics.

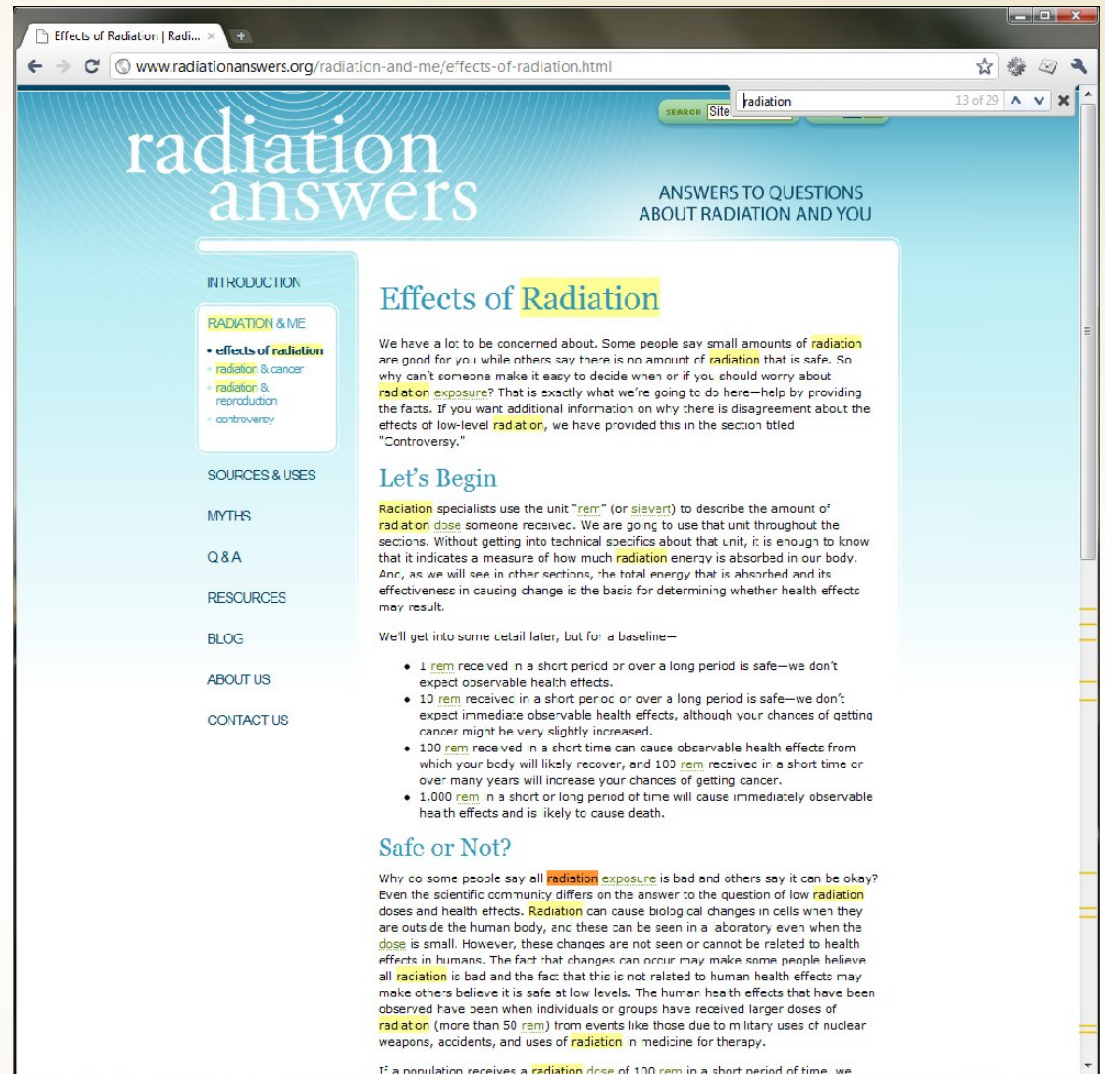
COMPETITIVE

We work hard to keep our costs down so we can pass the savings on to you. Through good job site management and no time clocking on projects we are able to provide you with an excellent value for your



Write the Content: Pointers (3/4)

- Position and density of keywords for search engine optimization (SEO)



The screenshot shows a web browser window displaying the website www.radiationanswers.org/radiation-and-me/effects-of-radiation.html. The page features a blue header with the text "radiation answers" and "ANSWERS TO QUESTIONS ABOUT RADIATION AND YOU". A search bar is visible in the top right corner. The main content area is titled "Effects of Radiation" and includes a sidebar with navigation links such as "INTRODUCTION", "RADIATION & ME", "SOURCES & USES", "MYTHS", "Q & A", "RESOURCES", "BLOG", "ABOUT US", and "CONTACT US". The "RADIATION & ME" section is highlighted, showing a list of topics including "effects of radiation", "radiation & cancer", "radiation & reproduction", and "controversy". The main text discusses the concerns about radiation, the unit "rem" (or sievert), and the effects of different radiation doses. It includes a section titled "Let's Begin" and another titled "Safe or Not?".

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Site Search...

Web Design & Development

The development of successful websites requires experience and knowledge that cuts across artistic, technical and marketing disciplines. Professional website creation requires skills in graphic design, web development, [website hosting](#), [internet marketing](#) and site maintenance - all performed in a professional development environment and a well structured [web design process](#) that leads to the fulfillment of your business goals.

Web Design Examples

Tungsten Pride
Tungsten Pride wanted us to develop an e-commerce website that highlights their custom ring creation process and communicates to customers the opportunity to create unique ring designs.

See More

CJ Spray
CJ Spray hired us to develop and design a web site that would provide more information about their product, generate online sales leads and increase their site traffic and online visibility.

See More

Baja California Spanish Language School
Baja California Language College wanted a creative, simple website that clearly communicated their purpose.

See More

View More Website Work

Ready for Results? Time to... Contact Us

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Write the Content: Pointers (4/4)

- Calls To Action
 - Buttons or text
 - End with and weave into text
 - Avoid “click here” link text



Write the Content:

Common Mistakes

- Plagiarism and duplication
- Keyword stuffing
- Too much detail
 - Writing for the sake of writing (every page, sentence and word should have a purpose)



Write the Content: Copywriters Rock!

- Fresh and external perspective helps to clearly and quickly identify important information
- Focus on talking points instead of grammar
- Reduce time commitment
- Decrease turnaround time and keep projects on schedule
- SEO and media appropriate



Summary

- **Put your audience first and you will be rewarded with:**
 - Increased search engine traffic;
 - And increased conversions.
- **Approach**
 - Get In the Mindset
 - Identify Content Needs
 - There's a Page for That
 - Writing the Content
- **Remember, it's the web.** Its more like an Etch A Sketch than a permanent marker.
 - You can learn from feedback and improve your site's structure and content quickly over time.



Any Questions?

<http://s.plaudit.com/spacc-content-pres0>