

Cazbah

TOTAL INTERNET MARKETING SOLUTION

17 THINGS YOU CAN DO RIGHT NOW

TO IMPROVE YOUR WEB CONTENT

PLUS: A BONUS Section of 3 Additional
Strategies to Improve Your Website!

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INTRODUCTION

Nothing happens on the Web without good content. Earth-changing products, life-altering services, mind-blowing innovations...exciting stuff for sure, but all lost if not for the big dog in this fight: ***compelling web content!***

Companies of all sizes and types, who have implemented content development plans, are generating more quality leads, higher conversion rates, and better relationships with their prospects and customers.

In order to do it right, you need to make sure that your content is written with your target prospects and customers in mind, making sure that you have; 1) the right information available, 2) at the right times and, 3) in the right places.

But, developing high-value content can be a real challenge for any business. It's especially challenging for small businesses who have limited time and resources to commit to a content development plan. THAT'S where we come in...

We are providing you **17 Things You Can Do RIGHT NOW To Improve Your Web Content!** It's free-of-charge in the hope that after reading it, you will have a much better understanding of what you can do right away to improve your content on the Internet.

In fact, if you read this white paper just ONE TIME, you will come away with at least **17 ideas that you can implement immediately**. Even if you choose to implement just one or two of these ironclad strategies and techniques, you're still way ahead of the competition! That's a huge impact and a great value for you.

Enjoy!



Location, Location, Location are the first three rules of real estate, or so the old saw goes.

CONTENT! CONTENT! CONTENT!

Content is rightly regarded as the undisputed King on the Web. It relates directly to techniques used in Internet marketing and search engine optimization. It is also the #1 way to generate traffic to your website.

If you have a website and you are interested in increasing your traffic and growing your business, then you need to develop good content – top to bottom and front to back.

The process of developing content was once shrouded in mystery, like some kind of voodoo, best left to the masters. We know now that it's more science and art than witchcraft! In fact, the principles of developing content have been time-tested, streamlined, and perfected. Now anyone with a proper plan and vision can generate content that delivers results. No smoke and mirrors, just smart planning and execution.

WHAT EXACTLY IS "CONTENT" ANYWAY?

Content is the stuff on your website, in your email marketing campaigns, and on your blog: Words, Pictures, Videos, Presentations, Infographics, Data Sheets, Schematics, Product Collateral, etc.

It is the means-by-which you communicate your unique value proposition (UVP) to your suspects, prospects, customers, and community members.



THINGS YOU CAN DO RIGHT NOW

1. GET THEIR ATTENTION

Your audience is barraged by thousands of different marketing messages and communication inputs every day of their lives. This is only going to get worse now that we are fully immersed in the social media revolution. Ensuring that your content is seen and read will mean the difference between success and failure on the Web.

2. GET YOUR EGO OUT OF IT! – IT'S NOT ABOUT YOU.

Your headline should be a bold and compelling benefit statement that “hits the reader where they live.” Regardless of whether it’s for an ad, website, subject line, or blog post, **it should address some aspect of their need, or the problem that you are solving.** And make it as personal as you possibly can!

3. MAKE IT RELEVANT

But, relevant to whom? Your prospects and customers, that’s who. You know who your best customers are. So write your content as if you were speaking to them, almost personally addressing each individual face-to-face and answering their questions and concerns before they can even ask them. When you sit down to write content, the very first question you should ask is, “Is this information my ideal customer wants to have?” If the answer is yes, write away! If the answer is no – scrap the idea and start over.

4. WRITE TO YOUR TARGET AUDIENCE

Before you start writing, you need to know who you are writing to or who you would like to communicate your message to... your ideal customer. Remember that search engines feed on blog posts and all other forms of online communications (web pages, Twitter feeds, etc). Whomever you are targeting with your content is who search engines will put your content in front of. So make sure that your content will draw the right crowd.



TIP! Develop a Customer Composite Index (CCI) – This is a list of characteristics that define your Target Customer. This is the first step in Target Marketing. We're not fishing with nets. We're fishing with lures!

Answer the following:

- Who are they?
- Where are they (industries)?
- What do they buy from you?
- When do they buy?
- How do they buy?
- Why do they buy?

5. MAKE IT PERSONAL

Most email management programs on the market today will allow you to personalize your message with the recipient's name in the subject line. This has proven to be highly effective at getting email messages noticed and read. By the way, non-spam email is still the highest rate of conversion on the web today.

TIP! Write "Plain" Emails – only corporations send those fancy, stylized emails. You know the ones... you probably have a few sitting in your inbox right now. People send plain emails without any styling. Skyrocket your response rates by sending plain emails that look like you sat down at your desk and typed a personal message up to the recipient.

6. MAKE IT SIGNIFICANT

It's about quality not just quantity. Web visitors aren't going to spend much time on your website if all they are seeing is 'eye-wash' like "Our company is the premier provider of Widgets in the world" and other sales-spiel. Frankly, they probably won't find your site, as the result of a search, or referral links anyway...



So make your content meaningful to the types of prospects and customers you want to attract. The more specific the content, the better. Because when someone does a search for a very specific something and then finds EXACTLY what they are looking for, they are much more likely to visit that webpage, compared to one that has a mess of general information.

TIP! Write an FAQ page on your website - Make a list of the questions that your current prospects and customers ask you on a regular basis. You've probably answered these questions 100 times if you've answered them once. Now, turn that into a Frequently Asked Questions (FAQ) section on your website. It also doesn't hurt to answer one or two of your customers' concerns in the home page copy before they even ask them. This will make their decision process that much easier.

7. MAKE IT INTERESTING

Ask yourself, "What can I say (truthfully) that will grab my audience's attention, and get them to read all of my content?" Look around in your own world. What is it about the content that you look at or read that gets your attention? There is a wealth of inspiration you can swipe and deploy just by looking at the content that piques your interest.

TIP! Interesting Content Ideas to Get You Started

- Ask a question, or several
- Make a bold statement
- Tell a story
- Share a case study
- Make lists
- Compile data or relevant news
- Hold contests
- Start polls and surveys
- Write about a book you read recently



- Share inspirational photos and quotes
- Start a “Who Inspires You?” conversation
- Create a resource page and curate resources for it

8. FREQUENTLY UPDATE IT

There’s no such thing as ‘static,’ do-it-once-and-then-we’re-done, content anymore. Static websites – those that never change and are never updated or added to – atrophy and eventually die on the Web. Search engines just don’t like them and won’t rank them well. Who can blame them, they’re boring and irrelevant!

Let’s just say, search engines are *hip*...they like new stuff! So sites that regularly update their content, catch the eye of search engines and earn good positions on search engine results pages (SERP).

9. MAKE SURE IT’S CURRENT

There is nothing worse than old news! Make sure that the content on your website is up-to-date and addresses the needs that your target audience has *today*, not the needs they had five years ago.

Offer prospects and customers the value they want by giving them the information they are looking for. And don’t be overly concerned with the length of your content. It’s well known that longer copy is better than short copy. But truthfully, it’s the quality of the copy that counts more than the length of the copy.

If you can make it good *and* long – that’s fantastic!

If you can only make it one, make it good.



10. DEVELOP “EVERGREEN” CONTENT

Just like the name implies, “Evergreen” content is content that is always useful, always alive, always valuable to the reader. But it doesn’t just offer value to your customers and establish your authority, it can actually boost your search engine rankings, increase your traffic, and generate more leads than trendier content.

While it takes longer to develop, “Evergreen” content will still be true and usable weeks, months, and even years later – a definite payoff worth the investment.

TIP! Evergreen Content Ideas:

- Develop a FAQ section that addresses the most frequently asked questions in your industry (NOT just questions about your company!)
- A resources page, or section, on your website with curated content with relevant information that your ideal customer really wants to have
- Historical accounts of development in your industry (Again, NOT just a historical account of your company!)
- How-to guides or tutorials (If the steps, processes, and materials won’t change over time as technology changes)

11. DEVELOP BRAND CONTENT

Your company’s brand is the most valuable asset it has, and developing brand content will build your brand’s value by establishing your exactly what your company is about and conveying your reputation.

Your brand represents the emotional connection that your customers have with your company or products. I realize that sounds a little squishy but, stay with me here. Good brand content doesn’t deal with what a particular company or product does, or how it does it. It answers the question: *Why they do whatever it is they do.* Answer that question for yourself and then, put a story around it!



TIP! Write your company's story. Answer the following:

- Why did you (or someone) start the company in the first place?
- Is that the reason you are in business today?
- If not, why not?
- What is your company's culture?
- What is the difference your company wants to make in your industry, in the world, or both?

12. DEVELOP INDUSTRY CONTENT

Industry Content provides insight into your industry as a whole. This is usually unique content that sets your company apart from everyone else. This is where you demonstrate that you are the Go-To-Guys in the industry because you know so much about it!

This kind of content shows that you are real, that you think, and that you have well-informed opinions. Hopefully, since you have awesome brand content, those opinions will matter to people who are finding you on the Web.

You can have a little fun with this part. Opinions and deductions can be expressed in this type of content. Feel free to go out on a limb and say something slightly controversial. You never know, your opinions may draw some inquiries from like-minded prospects.

TIP! Answer the following questions:

- What is your company's unique perspective on the latest industry update?
- What about your company's position on an industry issue?
- What conclusions have you drawn from the industry leader's latest research, moves in the market, or product introductions?

Note: Industry content has the most potential to become "Evergreen" content – so craft double-duty content by developing industry content that can be evergreen!



13. TELL YOUR STORY

There is a reason stories are so compelling - storytelling is how we've communicated information to each other and taught ourselves throughout history. Using storytelling in your content will get your content to stand out from the "crowd of information" on the internet and focuses your reader's attention on the role you might play with their company or in their lives. A good brand story cements your unique value proposition (UVP) with your suspects, prospects, and customers.

14. CREATE DESIRE

This is the set up for the grand finale...It's very important that you get this part right. If you don't, all your efforts up to this point will be for naught. ***Don't underestimate the power of this element.*** It has been said that the purpose of advertising is to evoke an emotional response. Similarly, your objective with your content is to reach out and generate DESIRE (an emotion) with your audience.

To generate an emotional response in your audience you need to stimulate the *amygdalae* (brain tonsils). Research has shown that these perform a primary role in the processing of memory and emotional reactions.

Think you need to be a brain surgeon to do that? Think again....

There are two techniques that are surefire ways of stimulating the *amygdalae* and establishing desire:

- **What's in it for me? (WIIFM) Language** – The WIIFM factor is the very first thing you should be considering when writing content. Telling your readership, in bold and vivid detail, ***what they will get*** when they purchase your product or service. Spill it! What's in it for them?



TIP! Use “So you can...” Language

Don’t just highlight features and benefits, tell them what they’ll get out of those features and benefits with “so you can...” language that appeals to an emotion they’ll use in making their purchase.

Selling time-saving widgets? Tell them that your widgets will save them time “so you can spend more time relaxing with your family and less time pulling your hair out in front of a computer”.

Want them to buy your carpet cleaner? Tell them that your carpet cleaner will clean the stains out of their carpets “so you can host the neighborhood party everyone else will have to live up to”.

- **Put Your Customers to Work for You with Powerful Testimonials** – Testimonials are incredibly powerful. When consumers do not have a buying experience with a company, they look for the opinions of those who do. These third-party peer endorsements of your company, products, and services are invaluable pieces of content you should be cultivating continuously.

15. LEARN ABOUT WEBSITE TRAFFIC

There are four types of Web traffic that you need to be aware of. Each one presents the possibility of generating vital traffic to your website or blog from different parts of the Internet.

- Organic – Free traffic coming from search engines
- Direct – Visitors who go directly to your URL (website address)
- PPC – Pay-Per-Click advertising such as Google AdWords
- Referral – Links bringing visitors to your site from other websites

Directories, Associations, Social Media, Manufacturers websites, Distributor & Dealer websites, Retail websites, blogs, etc.



If you aren't already familiar with each of these traffic sources, spend some time learning about each one so you can understand the best way to craft content for each of them.

16. DIVERSIFY YOUR WEB TRAFFIC

It takes a long time, and depending on your industry and competition it might be a truly difficult battle to be ranked on the first page or two of organic search results. And once you've fought your way there, you have to fight just as hard to stay there. It's a never-ending fight that claims a lot of victims. Smart strategists diversify their website traffic.

TIP! Increase other sources of website traffic. It's more important than ever to increase website traffic from other sources, besides search engines, such as:

- Blogs
- Email-Marketing
- Online Press Releases (PR Web)
- Social Media – Facebook, Twitter, LinkedIn, Pinterest, etc.

This not only makes you less vulnerable to search engine ranking failures, it actually *increases* your search engine rankings. Content from external sources (like your social media site, your email marketing, someone's blog you write a guest post for, etc.) that drives traffic to your website tells Google and other search engines that our website has valuable information that your target customers want to have.

Referral Traffic is a potential gold mine – Referral traffic is the traffic generated by links from other websites, community members, Social Media, blogs, etc. This is where web traffic diversification really gains traction. Website traffic that comes from these other sources, in the industries that you serve, tells search engines that you have RELEVANT and USEFUL content. The more referral traffic you get, the higher your ranking will typically be. (Unless you are trying to game the system by spamming all kinds of non-relevant websites with links to your website. That trick will get your website punished by search engines.)



17. DEVELOP COMPELLING CALLS TO ACTION

All the content best practices in the world won't make a lick of difference if you don't compel your suspects, prospects, and customers to take your desired action! You need to tell them EXACTLY what to do, in NO uncertain terms, the second they mosey into your website.

In a word, this is where you CLOSE the deal. Be specific and keep it simple. Tell your Web visitors precisely what to do and then make it easy for them to follow your instructions. If you have done everything correctly up to this point, this should be very straightforward.

Something as simple as "Learn More," "Free Trial Offer," "Contact Us Now," "Order Now," "Download Here," or "Quote Request," is generally all that's required. Make sure that you have a simple to use form or template on your website for your visitors to fill out and submit, or the whole thing falls apart!



BONUS MATERIAL

18. GOOD WEBSITE LAYOUT

KISS It – Keep It Simple Simon! Your website houses all your content, make sure visitors can find the information they are looking for with a simple, easy-to-use website design that lets them get where they want to be with a minimum number of clicks.

TIP! You have 8 seconds to get someone's attention! Then, they're gone! POOF!

Make sure you don't complicate your guests' visit to your website with unnecessary hurdles like, gateway pages – those annoying introductory animations or videos that you (hopefully) can 'SKIP.'

"That is SO last decade!" If you feel that way about gateway pages (and you should), so does everyone else who visits your website.

If you are still tempted by the fanciness of these intros, keep in mind that most traffic to your website will not come through your homepage and won't ever see it anyway.

Yes, you read that correctly. Think about it, one of your objectives is to get a website visitor to EXACTLY what they are looking for from wherever they are coming from in as little clicks as possible (preferably one). Chances are pretty good that probably none of them are looking for EXACTLY your home page.

19. MAKE YOUR WEBSITE EASY TO NAVIGATE

Make sure that you feature navigation buttons across the top of the page and down the left-hand side. This will ensure that your website visitors can easily find, navigate to, and peruse, the rest of the content on your site, at their leisure.

**TIP! Build Drop down navigation into your website**

This is a handy feature that 'drops down' when you hover over a navigation button, and makes life easier on your visitors. It also allows you to group webpage links together in logical categories or groups. Not only does this give your visitors a better user experience on your website (something the search engines really like), it also lets you boost your search engine rankings by grouping webpages in categories based on search terms your ideal customers will search for to find you.

20. CREATE CROSSLINKS

Reference other pages on your website with crosslinks in the individual page content to help your website visitors walk-through your website with ease AND boost your search engine rankings.

TIP! Guide your website visitors through your website! Where do you want prospects and future customers to end up?

- Be the tour guide for your website visitors!
- Guide them to the destination where you want them to ultimately end up. Is it a:
 - Product Purchase?
 - Quote Request?
 - Contact Us Form?
 - Survey or Questionnaire?
 - Email Sign-Up?



POP QUIZ TIME!

Just kidding...

You're smart, we don't need to give you a quiz. You've already learned that the main lesson to take from all this...***It's all about the customer.***

So roll up your sleeves and start creating an online experience that fits them like a glove.

Give them value, quality, simplicity, honesty, and a clear path to get what they want.

You're gonna have to poke around in their brains and their hearts a bit, but once you do, you'll be able to create irresistible content that they'll swear you designed just for them (which you kind of did)!

Your customers are waiting for that one voice that resounds with them the most.

Make it yours.