17 things you can do **right now**
To improve your web content

Get Their **Attention**
Ensuring that your content is seen and read will mean the difference between success and failure on the Web.

Content Is King
Get Your Ego Out of it!
It's Not About You.
Content is rightly regarded as the undisputed King on the Web. It should address some aspect of THEIR need, or the problem that you are solving.

Make It **Relevant**
Write your content as if you were speaking to them, almost personally addressing each individual face-to-face and answering their questions and concerns.

Write to Your **Target Audience**
Make sure that your content will draw the right crowd.

Personal
Non-spam email is still the highest rate of conversion on the web today.
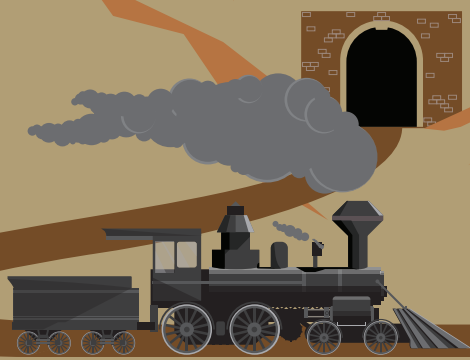
Make it **Interesting**
Grab your audience's attention, and get them to read all of your content.

Make it **Significant**
Make your content meaningful to the types of prospects and customers you want to attract

Frequently Update It
Sites that regularly update their content catch the eye of seach engines.

Make Sure It's Current
There is nothing worse than old news!

Develop "Evergreen" Content
Content that is always useful, always alive, always valuable to the reader.

BRAND

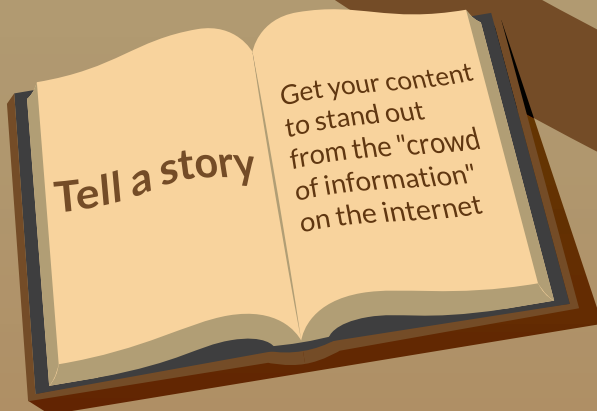## Develop Brand Content
Developing brand content will build your brand's value.
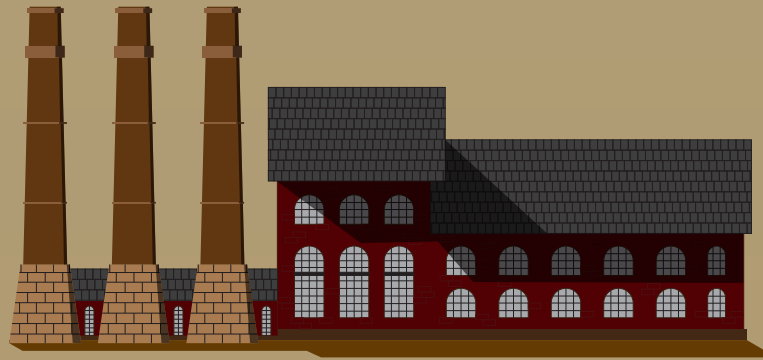
Develop Industry Content
Show that you are the Go-To-Guys in the industry because you know so much about it!

Tell a story

Get your content to stand out from the "crowd of information" on the internet

Lean About
Web Traffic

Organic
Direct
PPC
Referral

CREATE DESIRE

Generate an emotional response in your audience.

Diversify Your Web Traffic

It's more important than ever to increase website traffic from other sources, besides search engines.

Develop Compelling Calls To Action
You need to tell them EXACTLY what to do.

Cazbah
Total Internet Marketing Solution