

So you're ready to start creating content for your website? Not as simple as you envisioned it, huh? That's okay, a lot of folks know they need to create their own content, for any variety of reasons, but it can be overwhelming to think where to start. Let us help get you started.

## 1. Titles::

Avoid getting too creative - stick to the main points. Remember this content has to bring people onto the site. It's what will be used as your Search Engine Results Page (SERP) title and the most influential tool in moving people to the website. With that in mind, you have to adhere to the same principles and objectives you would while writing any good meta title.

### Meta Title Elements::

- 1. Placement** - The location of words matters when it comes to SERP rankings. The closer the keyword is to the front of the title, the more weight it will see from a search engine.
- 2. Length matters** - There is a hard stop of 55 characters for meta titles. Place the main theme and topic of the content toward the beginning of the title. By doing this you can ensure that if something does get cut off, it won't be vital to someone's decision of whether they should click.
- 3. Keep it simple** - If you're focusing on multiple points in an article, make sure that the article title covers the main point or maybe the main two points. Ultimately, there is an underlying goal for every page – make that clear and the rest will work to support it.

## 2. Layout::

Content should naturally pull the eyes down the page to the important information. Remember that people are rarely excited about the prospect of a wall of text. For this reason, we always work to add visual elements to help pull people's eyes through a post.

### Suggested Elements



1. Lists can pull eyes down for quick information and be used in the future as a point of reference
2. Use **bold phrases and keywords** to draw attention to crucial information, but do so sparingly
3. Images can help a user's eyes naturally flow through information toward actionable content
4. Subheadings should be used whenever possible to break up and organize information

(See what we did there? A list with a bolded phrase under a subheading with a supporting image? That's a lesson in action right there.)

**Tip::** Subheadings should be informational and coded properly. When using subheadings for any post, be sure they are both insightful, as well as straight forward. Additionally, they should relate back to the heading as much as possible.

### 3. Purpose::

Content should not leave unintentionally unanswered questions. The last thing you want to do is give someone the opportunity to point out a missed point, a flaw or a flat-out embarrassing mistake.

- ▶ **Write everything as if you are going to submit it to the largest peer review panel in history because the simple fact is that - *you are*.**
- ▶ **Focus on a theme, not a keyword.**
  - A question asked many times when writing content is, “How should I use this key word?” The simplest answer is that you shouldn’t. Don’t focus on using keywords in your content or you will quickly overuse them, use them improperly or not provide them with the most important element: justification.
  - With all content, we should strive for one main theme per page. What is this page’s goal? What is this page about? Have we provided enough information about that topic or theme for the user to make a smart and informed decision?
- ▶ **Use calls to action to give the user a task to complete.**
  - By using a call to action, we can give a user a clear and defined path and objective. A user shouldn’t be left to their own devices on a website. We must direct them and give them something to do.
  - Each page should have its own goal and it must be clear to the user like signing up for an email, downloading an e-book, requesting more info or buying a product.

### Page Content Checklist::

- Does the title clearly state the point of the page?
- Is this content easy to read?
- Does it naturally pull my eyes down the page (not staring at a wall of text)?
- Does this page thoroughly answer a question?
- Does this page give the user an action to complete?

### Additional Notes::