

Content Writing For The Web

A Best Practices Guide for Web Content

Special Edition for Business Owners, CEO's, and CMO's

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A Plan for Increasing Sales Revenues in Six Months

Introduction

One Size Does Not Fit All.

Writing for the Internet is much different than writing for books, periodicals and magazines. People are less likely to read the entire article and more likely to pick out relevant words and key phrases that relate to what they are seeking. Because of this, it is important to make your web content short, sweet, and to the point.

Keep Your Web Content Brief And Relevant

At All Costs, Stay On Topic

Stay on the topic that you are writing about. Don't drift from your main idea at all because your reader will get bored quickly and find what they are looking for elsewhere. When writing your material, you should try to use the fewest sentences and words possible while still being able to get your message across clearly and efficiently.



Write Plainly

Less Is More.

When writing your content, avoid abbreviations, technical terms, slang, and jargon. The easier it is to understand your writing, the more appealing it will be to readers.

Present Your Main Idea First

Summarize.

The first paragraph of your content should summarize what the entire page is about, and the first sentence of each paragraph should summarize what that paragraph is about. This technique will allow your readers to recognize what each section of your page relates to and whether or not they want to read on.

Use Headings and Sub headings Accurately

A Little Definition Goes a Long Way.

Titles and sub-headings allow you to define your article and divide it into clear-cut paragraphs. They should be short and descriptive, and they should be used every two to four paragraphs to quickly summarize what they next sections of content will be about.



Utilize Different Looks

A Little Bit of Style Adds Some Sizzle

Bold words, larger types, and more elaborate fonts will grab your reader's attention to more important words and phrases.

Be Forward

Assume Nothing.

When giving instructions to an action or task, be clear and instructive. Hints such as “Click Here,” “Continue on Next Page,” and “Find Out More” go a long way to helping people find their way.

Use Links

Show Them The Way.

If you refer to any websites or online pages in your article, supply your readers with links to them at the bottom of your article. Your readers may want to check your sources or maybe do some further research on their own.

Don't Forget the Search Engines

Don't Forget, You're Trying To Be Found.

Search Engine Optimization (SEO) is the process of improving visibility of a website or page in a search engine's search results. Writing keyword rich content and frequently updating your content are ways to increase traffic to your Website.

It's A Brave New Mobile World

How Will Your Content Display?

More than one third of American adults own a mobile device that can access the Internet. Millions of people are connecting to websites from their cell phones and tablets. To appeal to this growing demographic, it's a good idea to create a mobile format version of your website. Your readers that are accessing your website from a device that is not a computer will have a much easier time navigating your web content, and this will appeal to people “on the go” who won't take the time to figure out a confusing web format not meant for their mobile devices.



In Conclusion

It's a Brave New World, but One That's Easily Controlled.

The online world is constantly changing, and it's important for business owners and Internet publishers to adapt. By understanding SEO and how to write appealing content, you can maximize your site visibility, educate your readers and increase sales revenue at the same time.

About ImageWorks

Who we are, and how we got to be this way.

ImageWorks, LLC is a full service web marketing and technology company. We help businesses bridge the gap between their marketing and technology needs. ImageWorks, LLC is privately held and funded, and based in Vernon, Connecticut.

ImageWorks, LLC designs and implements cross-platform business workflow solutions that solve critical business problems and improve productivity for our clients. We help our clients by providing customized, single source, Web site design and hosting services in harmony with the focus and operation of their business to maximize ROI.

Founded in 1997, ImageWorks became an LLC in 1999. What began as a cottage industry selling advertising on a local town website quickly evolved into a Web design leader.

As a Web design company with over 14 years experience, our products and services now include: Full web design, database integration, social media, e-commerce, e-mail marketing, hosting, custom application development, and web site redesign.

As an inbound marketing agency we view our process as collaboration with our customers, not a product sale. We are looking for relationships with customers who want to succeed in inbound marketing, and we hope that we can create one with your company.



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Web Development • E-commerce • SEO • Hosting • Custom DB/App Design • Social Media • Lead Generation

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