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# **Applying Online Business Services To Accelerate Your Website Development Tactics**

The Internet is all about good content. We know that Bill Gates coined the term “content is king,” and it is as true today if not truer than it was when he originally said it. Essentially every web page contains written content, primarily in the form of articles, detailing what the page is all about. You may find that you have a tremendous amount of competition in your niche and your chance to set your operation apart from all the rest lies in the creation of great content. It is certain that article writing, as a skill, will continue to increase from the level of high demand that it occupies today. You simply cannot get away with poorly constructed content and this is as important as a well designed and optimised website. If visitors do not like what they are reading or do not immediately perceive value, they will quickly click away to some place else.

Article writing, quite simply, sets your credibility and tells people why they should purchase from you. Your articles and content should be well structured and thought out and should always aim to educate, inform or entertain. As we have said before, times have changed and those who think that they can put any old content on their site and “stuff” their main keywords as often as possible to try and gain search engine ranking are sorely mistaken. The search engine algorithms are now very intuitive and have been programmed to decipher the content of your articles. You may never have heard of latent semantic indexing, but this process allows the engines to see if your content really contains any relevant, related or secondary keywords as well. In doing this, they determine if you are relevant to your primary subject, as if certain trigger words or phrases that normally complement your prime words are missing, your content fails.

Many people are not happy about writing, nor do they have the adequate skills or the time to devote to this area. They should look no further than a professional [virtual assistant](#) company, where optimisation, content creation and LSI are all engaged. Make no mistake about it, article composition must be right at the top of your list of [website development](#) tasks for the new year as you commence your Internet marketing initiatives.

You can use articles in a variety of different ways. They can form the content on your [website development](#), detailing uses for your products or services, or they can be used to compile newsletters, which are sent out to your e-mail lists. Remember that for best effect you should establish an ongoing e-mail membership program. Allocate a regular page or section of your website to help you capture names and e-mail addresses. When trying to collect contact details, offer the prospect something really nice in return and help to convince him or her that you can give them great information on your niche. Once again though, remember that content is king and your e-mail newsletters should contain great educational information, not a hard sell! When you select a professional content writer, remember that you will need regular posts for your blog as well....

Michelle Dale is The Managing Director of Virtual Miss Friday, an Executive Virtual Assistant who assists businesses and individuals with achieving their professional goals. Want to find out more about online business building success strategies? Contact VMF Now!

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