

Published based on [Suggestions For Designing Valuable And Applicable Content For Website Development](#)

# **Suggestions For Designing Valuable And Applicable Content For Website Development**

Do you want your [website development](#) to be noticed? Pay particular attention to the kind of articles that you upload and display. Your readers will want to find relevant material and if you provide it, you will increase your traffic markedly.

Your content could include audio, video, articles or blog entries. Above all else, the content must be entirely relevant to your [website development](#) and niche. For example, if your site is in the arts and crafts business, the articles that you supply to readers must be relevant to that particular niche. Accordingly, don't talk about plumbing issues to creative mums!

Be Creative.

There is a lot of content out there these days so it is not easy to come up with something new. One way is to start with the basic information and add your special touch. By doing this, you can inject your personal experiences and knowledge, connecting with them in a special way with material they could not find elsewhere.

Use some failures that you have suffered as new content. Did you try to combine a couple of marketing techniques that absolutely didn't work? Create an article that highlights what readers "shouldn't" do. What did you learn from it? Now you can create an article that shows people how to do it right.

Your content can be spun off into other types of website media. Audio and in particular video are hot mediums to use to disseminate your content. You will be able to reach a much broader audience, individuals who are looking for information in different formats.

Don't Forget the SEO.

Search engine optimisation is useful for content, but that is not the only place. Use keywords to get ranked through other places on your [website development](#) as well. Here are just a few:

- \* Headlines (for each article and page).
- \* Anchor text (for links within articles and elsewhere on the page).
- \* Picture tags.
- \* Tabs (or pull-down menus).

Now that you have written ideas for your content, decide which keywords would work best in those articles. These are what will make the search engines stand up and take notice. But, in the interest of your readers, your articles will read better if the keywords appear naturally. By stuffing them in there as often as you can to try and attract the search engines, you will spoil the readability. Your readers will be switched off, as it will be too contrived.

Special Features.

Your content will serve three purposes: keep current readers happy, satisfy SEO requirements and draw new traffic. To get traffic, concentrate on these options:

- \* Bullets.
- \* Article titles that are optimised.
- \* Numbers in your titles.

Your readers will scan through the articles to see if they like them. If you use numbers, they will immediately know that there are several points that could interest them. The use of bullets make it easier to read, as do subheadings. If you use catchy and optimised titles, this could draw people to click on your links instead of others.

Is your content doing all it can for your readers and the search engines? If you don't understand this, read this over again and redo your articles until they are top quality.

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