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The Internet would be nothing if it were not for great content. The great Bill Gates first said that “content is king,” and he was certainly right on the money. 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. Article writing is a skill that is in high demand these days and is sure to increase. 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.

Through article writing you definitely establish your credibility and give people a reason to buy 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. They are essentially using a process known as latent semantic indexing to see whether your content contains secondary or related keywords. In this way they will be able to determine if content is purposeful and relates to the primary subject, due to the existence (or otherwise) of words and phrases that typically complement the prime words.

Many people are not happy about writing, nor do they have the adequate skills or the time to devote to this area. In this case, they are better off employing the services of a professional [virtual assistant](#), skilled in LSI, web content composition and optimisation. 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 an e-mail membership program is one of the best ways to promote your business. Allocate a regular page or section of your website to help you capture names and e-mail addresses. Always offer the prospect something tangible in return for their contact details and suggest that you can send them great information related to this particular niche on a regular basis. Once again though, remember that content is king and your e-mail newsletters should contain great educational information, not a hard sell! Your professional content writer can also provide you with those all-important blog posts for your blog as well...

Michelle Dale is The Managing Director of Virtual Miss Friday, an accomplished Executive Virtual Assistant Service which helps companies of all sizes reach their commercial targets. Want to get more information about online business building success strategies that really work? Contact VMF today!

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