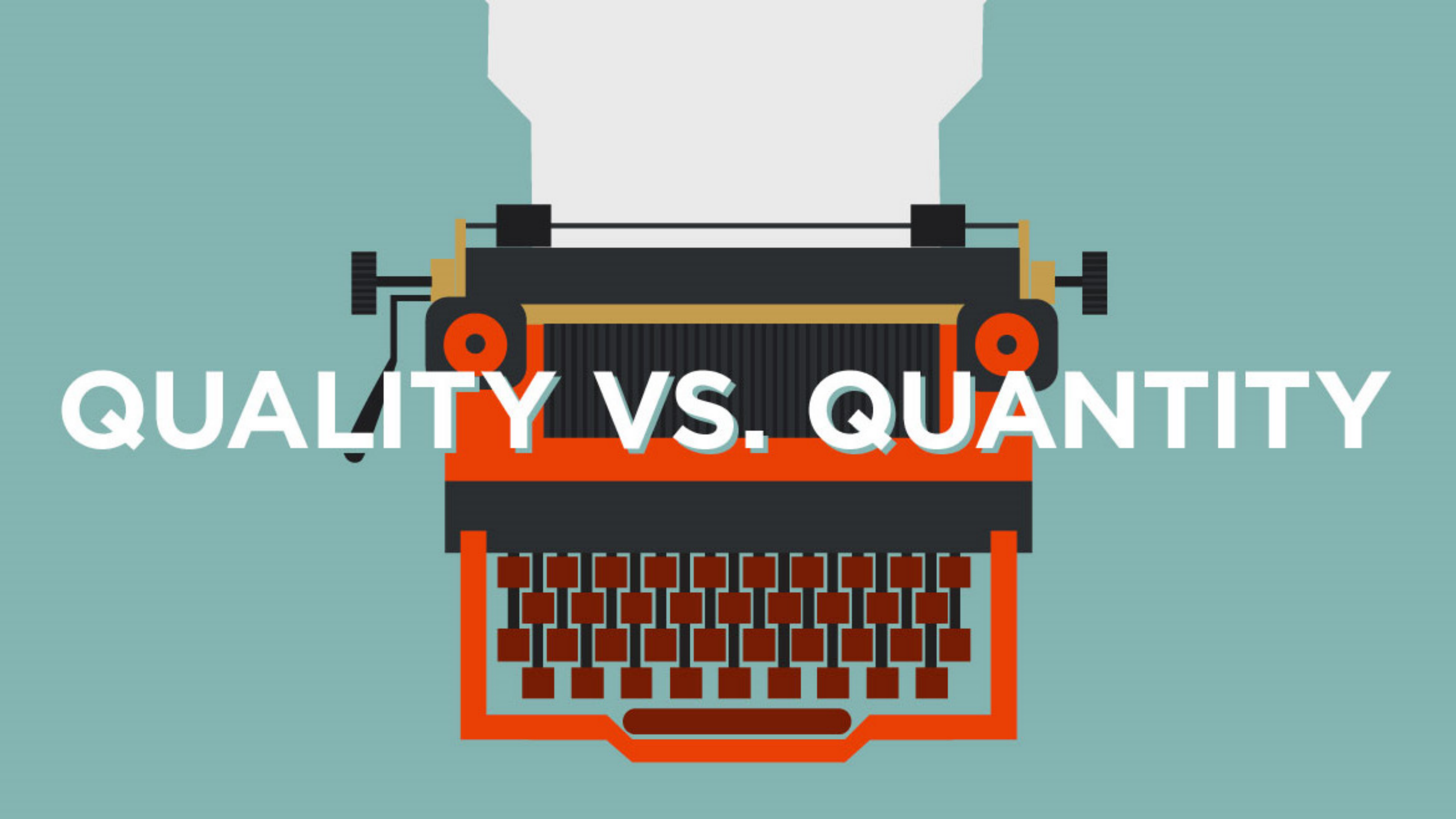
Is it the quality or quantity that matters when writing content for your website?

digital business podcast range


QUALITY VS. QUANTITY

Quality Content can:

1. Enhance the User Experience
2. Improve your Search Engine Rankings
3. Makes your site Easy to Navigate

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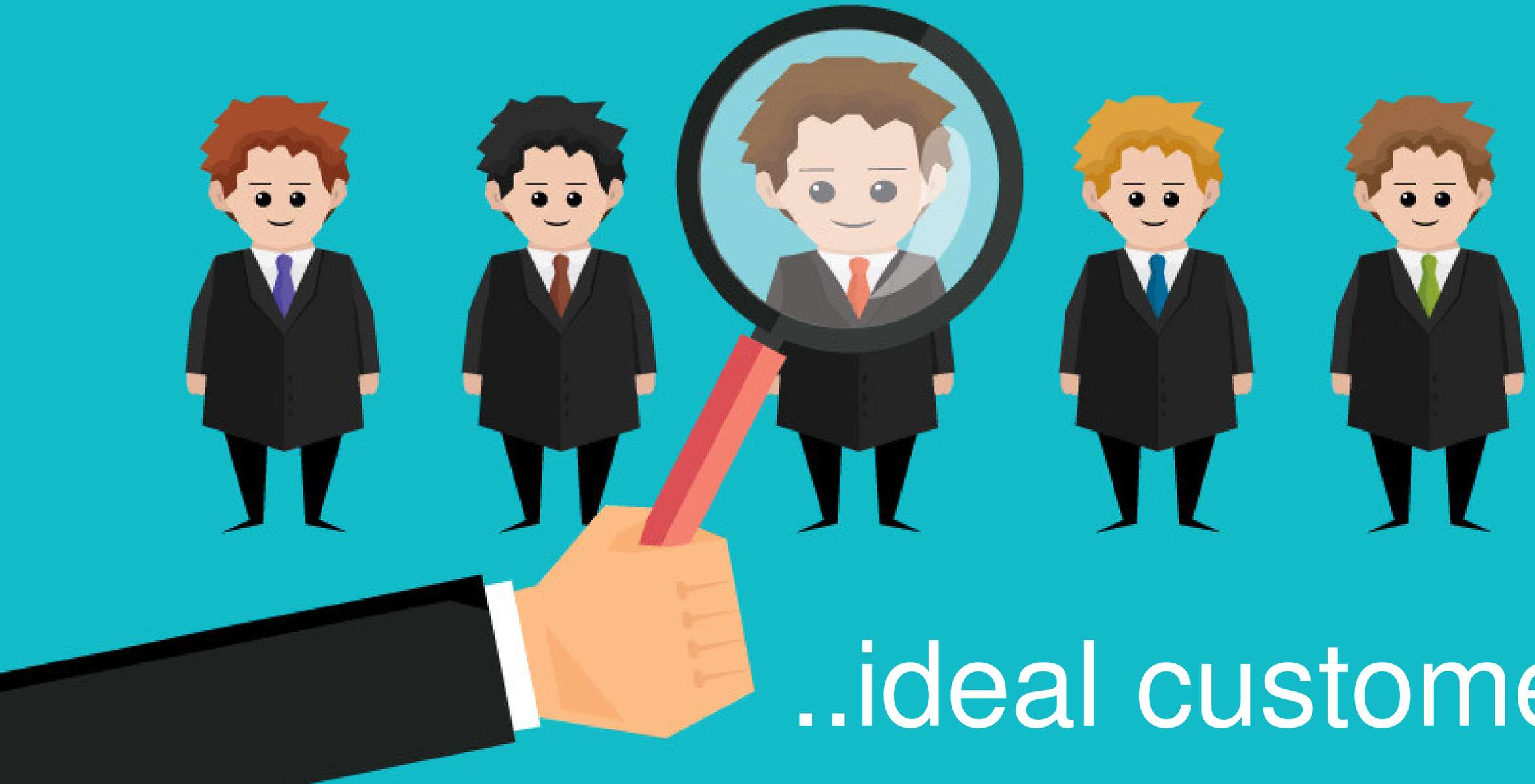
You will not necessarily benefit from **Quantity** of content.

CREATE
AWESOME
CONTENT!

- Use good gramma & punctuation
- Good variation of words
- Don’t use duplicate content
- Don’t write for search engines
- Relevant to the page & product
- Don’t pad your site with content.

Do NOT duplicate content.

Always write content to appeal to your..



..ideal customer.

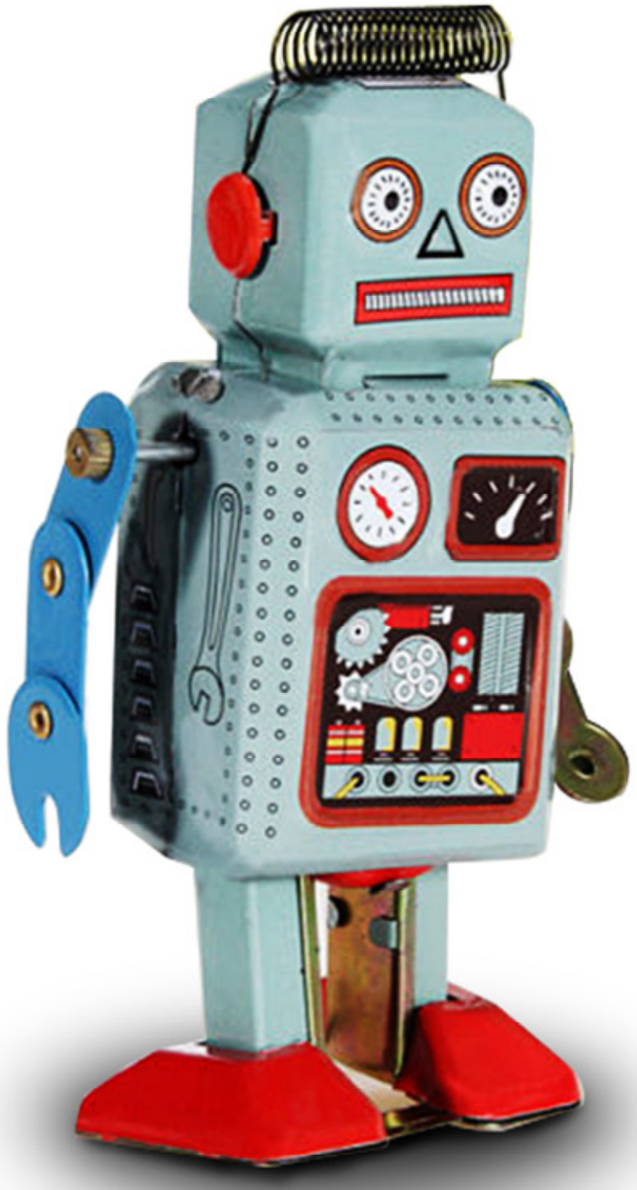
Use an appropriate amount of content.

There is not a rule to say you have too much or too little content on your site.

Ideally you need enough content to guide your visitors around the site and give them all the information they require, in order for them to make an informed decision.

without boring them.

- Align Content with Page Purpose
- Don’t Copy Content from Others
- Good Gramma & Punctuation
- Good Groups & Variations of words
- Good Readability & Writing for the user.



Don’t write your content for a Search Engine.

Write it for a Human.

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