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Web Site Content Matters

Content, content, content! The most important thing you can do to increase traffic to your web site is to add content. All search engines and directories give more weight in their algorithms to content than to any other factor from your web site. (Algorithms are formulas for determining how to position or rank a web site within search categories - how close to the top your site appears in a search.) Here's what content did for one firm:

It's almost unheard of to get new clients from law firm web sites, which are typically for information only. One statewide law firm pumped up their content, originally hoping only to attract more visitors. First, they created a newsletter section, adding their hard copy newsletters in both pdf and html formats - pdf for ease of downloading and html for search engine optimization (SEO) and linking. Second, they added a news section. Here, they included their monthly press releases, articles written by their attorneys, linked back to appropriate articles within the html newsletters, and added online Microsoft Power Point presentations from seminars given by firm attorneys.

Within the first year, the traffic to their web site increased dramatically. More importantly, they garnered four new clients directly from their web site articles (more than paying for their cost of web work and content editing). A college now uses one of the attorney's presentations as the basis for an environmental class; of course, they give credit in print to the attorney and the law firm, giving the firm further exposure, name recognition, and setting them up as experts in their practice field - fantastic PR for free! Additionally, their position ranking at the major search engines and directories has improved drastically. This forward movement of traffic and new clients to their web site was all due to pumping up their web content.

Content does more to increase traffic and business to your web site than any other SEO strategy. Furthermore, other SEO techniques never are as successful as when combined with content.

Individual web page text makes up the body of your web site, but extended content pages and links (like at the law firm web site) gives it a soul. It tells your potential clients what your site is for, what it offers, and what you can do for them. It tells search engines, beyond the normal web site, how to categorize and position your site within the appropriate market niche, giving you an edge over your competitors.

The content may be original writing, use prewritten content offered by content sites, or rewrite content written by others. For the fastest and best results, I suggest you edit for the web any writings you already have available from within your firm. Then, locate on the Internet articles written by others and rewrite them (legal, as long as you rewrite from scratch). The SEO algorithms give less weight to articles that are found elsewhere on the web. Whatever you choose to do, ensure your articles are professional and do not plagiarize.

So, it's time to review your web site with a new vision. Where and how can you pump up your content? What do you do in your business currently that can be turned into content for your web site (i.e. newsletters, press releases, news related items, how-to tips and techniques, etc...). And once completed, be sure to resubmit your pages to search engines, so they include the new content in their database.

Regardless of any new technique that SEO watchers and manipulators dream up, content will continue to be of top priority and lead in SEO strategy techniques.

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