



Planning Your Website Content Strategically

Strategic thinking is critical when developing the content for your website. Build your website content with these things in mind:



Audience

Who are you creating content for?

Problem You Solve

Your audience doesn't always know the solution but they know what their problem is.



Power Tip: Users often search for the problem they are having, not knowing what the solution is yet. Make sure you create content that will rank for those searches as well as your primary keywords.

Uniqueness

Your website needs to stand out so they remember you. If someone is going to visit your site multiple times before they buy, your uniqueness is what brings them back to your site vs. a competitor.

Formats

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Frequency

How often does your content need to be updated? Consider how often products need to be updated, news or blog posts, research results, and anything else that requires timely updates.



Power Tip: Have a workflow and process in place for scheduled updates to keep your website content fresh.

Manage

Who will manage your content strategy and how? Have processes and workflows in place and designate who will manage content calendars for your blog and other content updates.