

Is Content King?

“Content influences the decision but Customers determine the decision”

Today the quality of your content determines how successful your website is, and that is why your website content is crucial in engaging the human visitor and scoring highly with the search engines. You may have a great design that the visitor loves but if the content doesn't deliver the right information in the appropriate style and context it may all be for nothing. If your site appears near the top of the rankings for a number of keywords in your particular market, you may get a large number of visitors but how many will actually become customers?

The content must deliver the objective you have for your website. This is the true measure of the success of your website, and it is the content that will determine if you achieve your goal. Yes, the content must include the right phrases to get visitors to your site. After all, however good the website is, if it can't be found and/or doesn't receive any visitors it fails before the content can even become a factor.

Once a visitor gets to your site the content needs to take over. The content has to be written in a particular style to suit the type of audience it is trying to appeal to. It is not the case of transferring all the information and specification of a product or service from a brochure. The attention span, the method of reading and the level of concentration on a computer screen is very different from a printed publication.

The content has to inform, highlight the benefits, explain the differences and persuade the visitor so that they become a customer. All this whilst maintaining their interest and ensuring the content both precise and concise.

So the content is important but ultimately who buys your product the content or the customer? It is the customer who determines whether they buy or not. The content may be influential but it knows your customer that is key. Because only by knowing the characteristics of your potential customer can you align the website to provide the information (text and graphics) that can satisfy the need that the visitor has and their reason for visiting your website. The appearance of the website can set the mood, the content can appeal to the emotions and provide the means of creating the

purchase, but it is the customer who determines whether the purchase occurs or not. Hence content is important but it is the customer who is the true King.

