

## Why Fresh Content is Critical for Your Website and Company's Success

High quality website content is vital to the success of any website in order to retain a good number of visitors and have a high ranking on search engines. Of course, the design of the website is essential in making a good first impression to your visitors, but the content of the website is what will keep them coming back.

*"Every piece of your content should be excellent, enough that customers are compelled to share it"*

*-Joe Pulizzi*

Top search engines like Google are very specific when it comes to the content of a website. If your website does not have enough and high-quality content it will not rank highly within visitors search results. Google and most of other search engine don't see how your website 'looks' to visitors, so all it cares about is content, content, and only content.

### **Website is a breathing, living entity on the internet**

Your website is a breathing, living entity on the internet. Every update you make to your live website plays a big part in its interaction with customers, visitors and world's powerful search engines. On the other hand, a static website without frequent updates may be viewed by most of the search engines as a "dead" entity meaning it has nothing new to offer and with no life.

Luckily, frequently updated website provides search engines with a fresh content and springs of new information for their search requests. Simply put, if your website is updated frequently and with high quality content, search engines will love your website.

### **What is a high-Quality Content?**

In the digital world, content is a fusion of the written, video, graphical and audio information presented on your site and delivered to the world. Content is the packaging on your website that presents your visitors with information.

High quality, unique and updated website content has the potential to produce incredible results for a very affordable investment. This content comprises of website pages details, company information pages, product and service descriptions, photos, videos, and blog posts

### **Keep this in Mind**

Contents for your website should focus on what makes your products, services, website and company in general unique and valuable

- Provide your visitors and customers with content they want, need and expect
- Gain market credibility by using original, plagiarism free and valid researched contents
- Proofread your contents grammatical errors and misspelling.
- Avoid tricks designed content meant to increase search engine rankings
- Content published may vary by category or topic but the main goal is to promote brand awareness, brand loyalty, and engage visitors.



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