

The Egenz Guide

HOW TO WRITE A SUCCESSFUL WEBSITE CONTENT





INTRODUCTION

Your website content is the way you are explaining what you are offering to your customer when they are browsing your website.

Useful information may help your potential customer understand what you are selling and convince them your product is worth buying.

A great content may convert the visitor and become your customer.



TARGET AUDIENCE

Who is your target audience?

Different type of audience may ask different type of questions depends on their needs.

Imagine if you are the customer, think what type of question they will ask, and answer the question in your content.



KEEP YOUR CONTENT SHORT & SIMPLE

User may be viewing and browsing your website through their mobile device.

It will be difficult for them to read long paragraphs.

Make your content short and simple and is readable with small screen.



POINT FORM

Human's focus is short.

If you are writing long paragraph, user may find it difficult to finish reading everything.

Writing your content in point form will be better compare to long paragraphs.



POINT FORM

Image speaks thousand of words.

We are always visually attracted.

Include some images will attract visitors to continue reading compare to only text base content.



INFOGRAPHICS

Whether you are selling products or services, customers may not know how to use your products or they weren't sure how your services work.

Prepare "How To Use Your Product" infographic may attract visitors to read what your products able to do and convince them to buy from your online store.



KEYWORDS

Remember to write a content that consist of the common keyword your customer will use to search in search engine.

Keyword is very important when comes to SEO.

Putting the right keyword will help your website rank higher in Search Engine.



CONTACT US

You are important to us and we value your feedback. If you have any enquiries about our services, please let us know so that we can assist you.



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