

## Why You Need Quality Content on Your Website

The importance of having quality content on your website cannot be underemphasized, as it can influence your website's rankings. Along with other factors, search engines give higher rankings to websites having content that is relevant, meaningful and is updated regularly, almost daily. Ironically, some website owners, who are new to internet marketing, are of the belief that putting documents and images relating to any subject on their website will be viewed the same by search engines. The truth is, search engines do not place the same value on content that is irrelevant to the words and phrases searched for. The more relevant your content is, the greater ranking assigned by search engines.

Furthermore, it is well known that search engines love quality content which is ever changing and provide a relevant experience to users. If a visitor arrives at a website with poorly written or irrelevant content, they will quickly leave without browsing through your products or services. To avoid this, make it a point to only have content on your website that engages the reader, is updated regularly and is offered products and services being sought by the visitor.

With the internet capable of delivering such an array of interactive experiences, it is often forgot the original intent of the World Wide Web; to provide information. Yes, accessing the internet provides opportunities for shopping, playing games, watching movies, and all sorts of entertainment. By and large, though, millions of people also go online for information on a how to subject; so much so that users have even abandoned their books for internet based knowledge. And, the search engines love returning information that closely matches what the customer is looking for, i.e. relevant content.

## What Is Considered Relevant and Quality Content

Search engines actively and regularly seek new content and take the text content on your site very seriously. Types of content valued by users include:

### Original Content

Search engines do not favor duplicate content. If you cannot write you own unique content, hire a freelance writer; it is a worthwhile investment. In addition, there is a great deal of writing help online for those wanting to improve their writing capabilities.

### Articles

Have plenty of articles on your site with topics directly tied to your website subject, and keep it updated, almost daily. If you don't have time to manage the content on your website, perhaps you can outsource this activity.

### Blog

Maintain a blog and have it linked to your website so that when it is updated, your users will be tempted to return to read your updates

### News Updates

Give your users the opportunity to get caught up on their favorite news channel while browsing your site. Better still; provide informational content videos on your site. Many users would prefer to learn about a subject, visually, as opposed to reading about it.

### Linking to RSS feeds

When you link to an RSS Feed, you are bringing in fresh data each and every day or several times a day, depending on the frequency the Feed is update. This is important because you are providing your users with the fresh relevant information they crave. Search engines favor fresh data. You can link to a blog content website that updates daily. Keeping your site constantly updated, will attract new visitors.

### Images

Post a few images on your website that pertain to your site's topic. Not too many, though. Too many images can slow your site's loading time, which can put you at a disadvantage with the competition.

### Newsletter

Keep a current newsletter available on your site, with current information about your business. Also, make available to your users previous month's newsletters.

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## About the Author

D. M. Barrow has backgrounds in business analysis, financial analysis and education. In addition on online marketing, also owns a small homebased business. Enjoys combination creative/analytical type activities. Enjoys working on artistic projects, gardening, working online, attending networking events. Originally from the Midwest, now residing in Florida. <http://www.internetbizincome.com>

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