

Advice On Successful Website Production

Some companies have people on staff that are so prolific with the writing and ideas for content on their site, they are channeling Stephen King without the creepy horror. But so often the content tapers off, even for us. I have been jotting down ideas that I come up with or collect from reading all over the next and looking at other sites, this is a list we pull from when clients, or even our own writers, get stuck.

Announce any new product or special offer. List the reasons your clients do business with you: this should provide a very long list of blog entries. Every single selling point about your company will make at least one article. Why small business is better, a price comparison (even why it is not worth it to go cheap), describe a new higher quality source you found for your product/service, or the reasons your products/service are higher quality (imported or made in USA, you buy in bulk and pass the savings on), all your work is done in house and not outsourced, and on and on.

Employee profiles. In depth product reviews, one at a time. Buying guides for your products, or how to choose a provider guides for service industries. Share humorous office stories, or customer stories; get personal. Share customer testimonials with a guest writer, or repeat what you heard. Answer a client question that has come up more than once (re-write your FAQ in your blog, one question at a time).

NEWS- talk about any type of news that correlates to your field of work. Opinionize it and tell how it affects you. Company news is another good idea. This can be high priority or trivial information. Talk about any achievements or presentations you went to.

Add things like products to avoid, what not to do, things of that nature. Make lists, like top 5 lists of various topics. You can include company recommendations, as well. Take a look at your competitors, they are definitely doing the same.

About the Author

Both [text links](#) and [back links](#) are a large part of any internet business. To learn more go to www.lowprofilelinks.com.

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