

Future-proof yourself online with the value of content

In today's digital world, positive user experiences and content relevancy are paramount.

From a search engine's perspective, domain authority is your website's score as a 'thought leader' within your industry. Search engines use this score to gauge your ability to provide ongoing, high-quality, engaging and informative content, which ultimately leads to a better user experience.

By producing regular, good-quality content, Google rewards website owners with higher authority. The higher the domain authority of a website, the better its position in the search results.

Google updates its algorithms several hundred times a year, so creating fresh content can act as protection for the future, reducing the risk of your site being penalised for using duplicated or spun content.

To get the full effect of content marketing, we recommend producing a wide mix of content types, that are all engaging, meaningful, relevant and sufficiently comprehensive.

The perfect way to generate this content is blogging – the easiest way to bring frequent, new content to the website. Blogs have other benefits too – they provide more indexed pages to a website and allow for a better online presence, as the blog can be easily pushed through to social media channels where the posts can be shared and reach a wider audience.

Website content is not just for search engines, however. It is for your visitors too, and needs to be engaging so that it commands their attention. The use of images and video helps this, because content is not just classed as the text on a website. Not only does it give customers something interesting to read and interact with, it can also be a lead generator. That piece of content may just be the thing that turns a prospect into a customer.

Great content is not a quick fix. Content marketing is a long-term solution to your local search engine optimisation (SEO) needs. Good-quality content can accumulate natural back-links over time, which continually boosts domain authority, so implement a strategy today

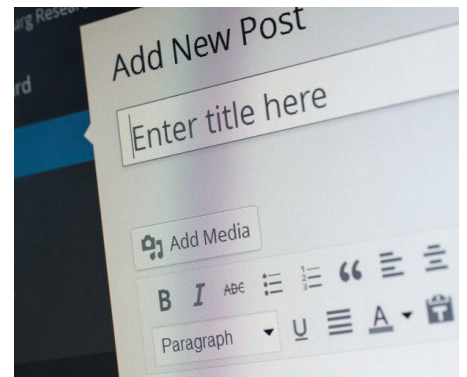
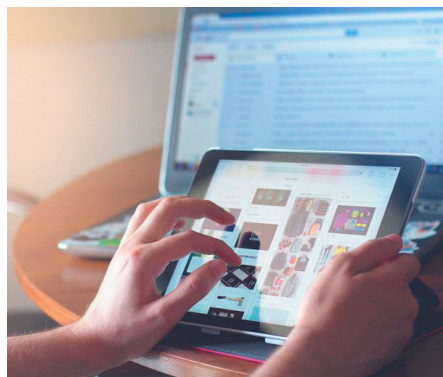
that will carry through to the future.

In terms of getting those local rankings, ensure that local keywords are apparent in the title and meta-description tags. Additionally, focus your content regularly on long-tail keywords to define your website topically and geographically, while increasing local visibility.

Before creating any content, we recommend undertaking market research to understand what people want to read. Search for the keywords you want to rank for to see what is ranking now and what is missing. Use what is already there to your advantage by discovering where the opportunities lie.

USEFUL TIPS:

- Include synonyms rather than excessively repeating the same keyword or phrase.
- Make each piece of content at least 500 words long for ultimate effectiveness.
- Providing that the budget is available, consider outsourcing content from an expert.



For more information or to learn more about Autoweb Design, please visit www.autowebdesign.co.uk or get in touch on 01757 211 700 or email holly.duncan@autoweb.co.uk.

