

## 6 Tips on Writing Content for the Web

The idea behind good web content is to maximize usability and user experience. This approach goes hand-in-hand with blogging efforts and increasing search engine visibility. Writing good content should be directly focused on your target audience. “The trouble with identifying what makes good content and drawing a roadmap is that good content is subjective. It’s almost less about the content you create and more about who’s reading it and their needs,” suggests Lisa Barone, an authority on SEO and blogging. Most people try to write for a large audience, when, in fact, that is the first thing you don’t want to do.

Here are 6 tips for writing good content for the web:

- 1. Highlight a unique offering**

If you were looking for information and couldn't find it, chances are someone else was too. Shift your focus to satisfying that need when you're brainstorming about content. Look for holes in your competitors' offerings and “fill in the blanks” for your audience.

- 2. Provide comprehensive information**

When you compile a multitude of useful resources, you're doing an amazing thing for online users and setting yourself apart as a knowledge source. Paint the big picture for your online audience and connect them with data.

- 3. Solve a problem**

Good content breaks things down and offers helpful tips. This type of writing focuses in on specific issues and provides detailed solutions. Become the authority on topics that are important to your industry.

- 4. Be concise**

Paying attention to the format of your website content will save you major headaches in the future. Bullet points and internal page links are a great to shape your user's experience. If you write paragraphs of text, you're not going to score high with visitors. Your goal is to compel users without overwhelming them with information; an organized structure is in your best interest.

- 5. Entertain**

In most cases, content won't be valuable on humor alone, but it's definitely one of the things that can make a strong piece of content even stronger. Humor and wit can increase the power of your content.

- 6. Don't forget frequently asked questions**

Great content can live in an FAQ if it is written with the user in mind. Whether you focus on an FAQ page or relay specific questions in blog posts, the question and answer format allows for users to read the text normally and provides useful keyword density, which helps with SEO.