



Creating Engaging and Effective Website Content

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Introduction

In today's digital landscape, crafting content that truly resonates with your audience is the key to building solid connections and achieving online success. Whether launching a brand-new website or seeking to revamp an existing one, this guide is designed to equip you with the essential tools and insights you need to make your content stand out and make a meaningful impact on your users.

Understanding how users interact with websites is crucial for success. We all face the challenges of short attention spans and information overload. Therefore, this guide will show you how to adapt your content to meet the needs of today's fast-paced online world. By embracing a scan-first culture and providing meaningful depth, your content will engage visitors and keep them interested.

Throughout this guide, we'll explore various elements of content creation, from tone and scanability to accessibility, search engine optimization (SEO), and design. Practical examples will illustrate what works and what doesn't, empowering you to create content that informs and resonates with your audience.

Content Tone and Length

Finding the right tone for your content and maintaining an optimal length are essential elements in captivating your audience. Balancing engaging language and concise messaging allows you to forge authentic connections with your readers, ensuring a positive experience and improved conversion rates.

Understand Your Audience

Tailor your content's tone to match your target audience's preferences and needs. Consider their age, interests, and familiarity with the topic to ensure they understand your message.

Be Clear and Concise

Avoid using jargon and complex language. Keep sentences and paragraphs short to enhance readability.

Show Personality

Inject your brand's personality into the content to make it more relatable and memorable. Use a consistent tone throughout the website.

Good Content Example (For a tech startup)

Welcome to TechMasters! Our team of tech enthusiasts is here to demystify the world of technology, making it accessible to everyone. Explore our user-friendly guides and embrace the geek within you.

Bad Content Example

Welcome to Techopolis, where we synergistically optimize best-in-class, cutting-edge solutions to cater to your techno-geek desires.

User Engagement

Understanding that users tend to scan rather than read is crucial in creating content that captivates. By strategically utilizing headings, subheadings, and visual elements, you can make your content more inviting and accessible, encouraging visitors to explore further and stay connected with your brand.

Use Headings and Subheadings

Break up long text sections (3 or more paragraphs) with headings and subheadings to create a clear hierarchy. Keep headers concise and impactful. Aim for 4 to 6 words to convey the section's purpose quickly. This practice improves scanability and allows readers to find the information they need quickly.

Scan-Friendly Content

Users tend to scan web content rather than reading it thoroughly. Use bullet points, numbered lists, and short paragraphs to make the content easier to scan and comprehend.

Include Visuals

Add relevant images, infographics, or videos to complement the text and make the content more engaging.

Calls to Action (CTAs)

CTAs guide visitors to specific actions, like subscribing or making a purchase, helping achieve business goals. When creating content for a page, identify if there are key action(s) you want users to take. If there is, include a clear and compelling CTA, often in the form of a button with a visual and concise, action-oriented text (2–3 words) that directs them towards that action. Check out the Hubspot article for [visual examples of CTAs](#).

When Longer Page Content is Appropriate

For certain pages like news articles, blog posts, and informative guides, longer content may be necessary to deliver valuable insights. Organize it with well-structured headings and subheadings, and consider using a table of contents or anchor links for easy navigation.

Good Content Example

Heading: “10 Tips for Healthy Eating”

Subheading: “Tip #1: Stay Hydrated with Fruit-Infused Water”

Paragraph: 3 to 5 sentences, may include list

Button: “Share post”

Bad Content Example

Content without headings or scan-friendly elements, making it difficult for users to find specific information quickly.

Follow SEO Guidelines

Adhering to SEO best practices can boost your website's visibility and rank higher in search results. SEO is crucial because it helps users find your site easily, ensuring a seamless experience while driving your business goals forward.

Keyword Research

Identify relevant keywords and phrases that your target audience frequently uses when searching for content similar to yours. Understanding these key terms will enable you to align your content with popular search queries, increasing the likelihood of your website being discovered by potential visitors.

Keyword Placement

Once you have your target keywords, it's crucial to integrate them naturally throughout your content. Incorporate keywords into headings, subheadings, and the body text, ensuring your audience a smooth and seamless reading experience.

Page Title and Description

Pages should each have a clear title and description that will be placed in their appropriate meta tags (meta title and meta description). A meta tag is a snippet of HTML code that provides information about a webpage. These tags are placed in the head section of a webpage's HTML code and are not visible to website visitors.

Meta tags convey crucial details to search engines and other online platforms, helping them accurately understand and index the webpage's content. They can easily be updated via your CMS.

Image and Document Names

In addition to textual content, optimizing your images and file (PDF, Word, Excel, etc.) names can positively impact your website's SEO. When naming images, use descriptive and relevant file names that include keywords or accurately describe the image's content. This practice helps search engines understand the context of your visuals and can improve their visibility in image searches.

Image and file name formats should not include spaces or special characters. Instead, separate words with a hyphen "-" such as alaska-capital-building.jpg.

Internal and External Linking for SEO

When appropriate, link content to other pages on your website or reputable external websites to provide users with additional or related information.

Internal links help users and search engines find important pages on your website, making them more visible and authoritative. They show how different pages are related, telling search engines what your website is about. External links to trustworthy sources boost your website's credibility and relationships with other sites, leading to better rankings.

Use descriptive text for links to make it clear where the link leads, such as "Learn more about our sustainable practices" and "According to a study by XYZ Research," avoid unclear text and the use of URLs like "Click here," "Visit www.example.com to find out more."

Good Content Example (Focus keyword(s): “healthy smoothie recipes”)

Looking for nutritious and delicious healthy smoothie recipes to kickstart your day? Check out our collection of mouthwatering and easy-to-make smoothie ideas that will keep you energized throughout the day.

Bad Content Example

Welcome to our smoothie blog. We love smoothies, and you’ll love our smoothies too. Check out our smoothie recipes now!

Meet Accessibility Guidelines

Web accessibility is the principle of designing and developing websites that allow all users, including those with disabilities, to access and navigate your content effectively. Prioritizing accessibility is not only a matter of compliance but also a commitment to ensuring that every visitor can fully engage with your content.

Use Clear Language

Ensure that your content is easily understandable to users by avoiding big words and complex language. Use simple and concise sentences.

Descriptive Alt Text

Describe images using alternative text (alt text) to assist visually impaired users who use screen readers. Alt text can easily be added to elements via your CMS.

Clear Readability

Content should include headings to describe accurately and structure content. Choose a legible font type, size, and color, ensuring sufficient contrast between text and background colors.

Good Content Example (Clear language)

Heading: "How to Save Money: Easy Tips for Everyday Savings"

Content: "Saving money doesn't have to be difficult. Start by cutting back on unnecessary expenses and setting up a budget that suits your needs."

Bad Content Example

Heading: "Financial Optimization Strategies for Frugality" (Uses big words)

Content: "Embarking on a financial journey to implement optimization techniques for enhanced frugality." (Complex language)