

Client: Web Content Doctor

Project: Cornerstone content

Objective: Attract readers with engaging content

COPY EXCERPT

Web Content Optimization

“Continuous improvement is better than delayed perfection.”

— Mark Twain

3 Ways to Improve Your Web Content Performance

Optimization is a big word. But don't let it intimidate you. This simply means a process that improves your web content performance.

Blake Smith

B2B Web Copywriter
Lead-Gen Specialist

Vilas, NC
828-773-3291
WebContentDoctor.com

“I am on a crusade to cure the online business world of Crappy Content Syndrome one website at a time. Visit WebContentDoctor.com and join the crusade.”

Imagine a doctor who examines a patient and treats that patient for a particular ailment. Similarly, when your website is “sick,” a web content expert can help you “heal” it by recommending a course of treatment.

Know when to call a specialist

Three core disciplines focus on the performance of web content:

1. Search engine optimization (SEO)
2. Web usability
3. Web copywriting

You may think this means that you need to call in three specialists to get the job done. While that may

be true on a large enterprise web project, on smaller projects these roles can be filled by a single person.

Whether taken on by one person or several, they address the specialized requirements of web content.

For optimal performance, web content must attract the right audience, engage that audience with a positive experience, and convert them to loyal customers.

[Copy continues...]

WebContentDoctor.com Portfolio