

Winning Tips on Effective Content Writing

Content is an indispensable part of your website. But how do you invest your web content with that extra competitive edge? Writing content that will attract lucrative business prospects require a lot of expertise. It is really a challenge to make effective online copy. Let's discuss how you might tackle this problem head-on.

Beginning at the basics

You must remember that clear and concise language is the stepping-stone for good content writing. You should avoid decorative, pompous phrases. Sentences should be kept short (maximum 15-20 words). Paragraphs must not be too lengthy. Otherwise they will invariably bore readers. Remember that the most powerful word is YOU. Involve the readers and approach them directly. You are writing for the impatient online reader who does not read word for word.

Hitting the top in search engine results

Use of the relevant keywords and phrases will ensure search engine optimization. If you are promoting software services then the relevant words should be entered into the title. This will ensure that you get listed among the top thirty in search engine results. Otherwise it would be better if you might as well not exist. And this is a problem, which baffle clients the most. The oft-asked question is: why does my website fail to feature more in search engine results?

Who are your visitors?

Content should be written from the reader's point of view. Use words and phrases that are commonly used by the reader. Write in a conversational tone. You should not alienate the reader at any cost. What does he come to your website for? It is either to collect data and information, or to buy something, or to make a subscription. So you should use words that he is familiar with. Remember, visitor retention is the yardstick of success for good content writing.

Provide specific information

Generalized information works just as well. But sometimes visitors search websites for obtaining information about some particular aspect. Thus it would do well to be as specific as possible.

The inverted pyramid style

You must be able to grab the reader's attention at the first go. Otherwise he will wander to other sites. So it is necessary to put the most important point at the top. You should be able to show why your product or service is great.

Write with action and verve

Use action-oriented words. The online reader won't be interested to read a dull and boring article. Your article should be a complete burnout. You should be able to drive the fact that whatever you are saying matters the most.

Ensure complete scan ability

Bulleted lists and highlighted words aid in scan ability. Use of bold fonts and colors help to draw reader's attention to certain words and phrases. This ensures high search engine ratings.

Mention sources

The online reader is skeptical and hard to convince. So mentioning the sources of information by adding hyperlinks increases the trustworthiness in the eyes of the reader. Don't overstate to establish credibility. Stating the sources will help to convince the skeptical reader.

Evocative subheadings

Subheadings should be meaningful and not merely impressive. Besides, most online readers tend to scan and skim through articles. Subheadings thus make it easier for readers to locate information.

Word count

Online reading is tiring for the eyes. So the word count should be half or less than half of conventional writing. You should keep in mind that you are not writing a book. Describe your points briefly and in clear, concise language.

Nouns and verbs

Use nouns and verbs. Avoid adjectives and adverbs. Nouns and verbs generate an active sense and play an important role in involving readers. The readers will feel that you are addressing them directly. This will help to build an intimate rapport, which invariably leads to increased visitor retention.

Importance of punch line

Effective punch line aids in highlighting the key points of your article. If your website does not feature among the top 30 in search engine results, then all your effort is ultimately a waste of time. Average attention span of the online reader is very little. If they do not find anything of worth, while scanning your page, they will move on. Punch line helps to focus the attention of the readers to the relevant material they are searching for.

Not merely promotional

Demonstrate what your site will provide. You should clearly highlight how the products and services will benefit people. Simply using promotional words are not enough. Merely using promotional words like "incredible", "fabulous", "great", wont impress readers. State why your product, why it will be of more service than any other product available in the market.

Lateral thinking

You should read closely the titles and headings of various articles and news items. This will help to create an innovative writing style. Don't let your content be a run-of-the-mill product. It should stand out from the millions of other websites available on the Internet.

Revise and edit

The article should form a coherent whole. Omit redundant phrases and incorrect grammar and syntax. Inclusion of these things will have a negative impact on visitor retention. As a result you will fail to generate sufficient traffic to your website. This will prove to be harmful towards targeted business objectives.

A good content should engage the attention of the readers. [Content writing services](#) must have a market-oriented approach. So a well-conducted market research (case studies and statistics) should be an integral part of your content. You must also be careful in selecting effective keywords and customized graphics to ensure maximum web visibility. Your content should be such that it will drive your readers to take a decision. Another important thing to be kept in mind is to focus on the visitors needs. Involve the readers; keep a conversational tone and go on to write great content that sells.

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