



## Did You Know...

### Why “content rules”?

*By Susan Baka, President*

Despite all the tricks and tactics available to enhance search engine optimization, the single most important factor in boosting search engine rankings of your website is good content. That’s what expert after expert said at a Search Engine Strategies conference I attended recently. Despite this fact, the majority of sites don’t do the content basics that make them search engine friendly. By focusing on delivering the best quality content, you will be way ahead of the pack.

Here are a few key ways to do that:

- Include strong content on different topics that speaks to your target audience by solving problems, answering questions and providing useful information. Case studies and frequently asked questions (FAQs) are examples of this.
- Ensure each page on your site has its own unique content, including keywords that people use in their searches.
- Find the right balance between compelling copy and relevant key phrases. A good web writer knows how to write for users while keeping search engines in mind, but at the same time avoiding too much keyword repetition.
- Be as descriptive as possible. For example, an event planner should say, “Our Chicago event planning service,” rather than “our service.”
- Make sure a significant portion of your site is in html text since search engine crawlers can’t read flash or images and photos. (An easy way to determine what portions of a site are in html: if you can copy and paste it, it’s html).
- Update your content regularly. Doing this often will not only give visitors a reason to keep coming back, but will also help search engines spider your site and get it noticed.

Far too many sites focus on the fancy bells and whistles that new technology can offer at the expense of what’s most important. Remember that “content rules”! Think of good content as search engine fuel that can vault your rankings to new heights.

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***And...did you know*** that one of Bay’s core competencies is writing customized content for your website? Find out more at [www.baycomm.ca/Bay-Communication-service.html](http://www.baycomm.ca/Bay-Communication-service.html)