

Create Meaningful Web Site Content

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During the previous weeks, we've focused on the importance of ensuring your web site effectively communicates your organization's overall brand through its messaging and content. In this column, we'll dive a bit deeper into how to create **meaningful** content that communicates your message and resonates with your readers.

Remember, **you** are not the customer of your web site. Your organization must speak to the needs of your clients, whether they are customers, vendors, donors, stakeholders, media or the many others that might visit your site. Too often, businesses communicate what they think the clients should know rather than providing information on what the readers need to solve a problem or gain a better understanding of your organization.

Following are some tips to best create meaningful content with the reader in mind:

- Think about the profile of your target markets and customers, and be sure to describe your company, your services, and/or your products in terms that they understand. Don't use any of your internal "jargon" that may be confusing to them or needs in-depth explanations.
- Ask yourself – or literally ask your clients – what your target customers need to know about your company, your services, and/or your products, and make sure that your site answers these questions in terms that make sense to them.
- Think about what would motivate your target customer to interact with your business, and be sure to provide content in this area on the site.

Your web site is an opportunity to "sell" your products and/or services, but your content should be focused on how you can "help" them solve a problem. Keeping that in mind will assist in your content development.