

Crafting Content for Your Web Site

By Rozey Gean

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You've built a great web site and it has been online for a while. You're getting the hang of this thing we call E-commerce. Now what? Content. That's what.

Just like every store window changes its display and every service business develops new ads, you must continually refresh your content to stay competitive. But how? After awhile it feels as if the well has run dry. If so, try these techniques for zipping up the your zapped out reserve.

1. Read

Buy a new business book that pertains to your industry. Nothing refreshes your outlook like reading someone else's great new ideas. It seems so incredibly easy but sometimes the simplest techniques bring forth the best ideas.

Reading also builds brainpower. It is a thinking activity. What does this mean? Simple. When you read new ideas it's much easier for your mind to, in turn, develop new ideas.

Besides books, look online for E-Books, order the trade journals in your field, check out newsletters that are not only in your field but compliment your field. Reading not only educates you; it helps you to be more creative.

2. Interview Experts and Feature Them at Your Site

Create a win/win situation.

If your hurting for content and can't afford to pay for articles, interview an expert and then offer to feature him/her at your web site. This increases the expert's exposure and gives you content. It also strengthens your site by giving it more depth through the use of a new "voice". This is very important.

If you are the only writer's "voice" at your web site, it will grow stale eventually, no matter how much content you add.

A diverse selection of views and news contributed by different individuals will create credibility, as your visitors will see that you are not alone in your business efforts.

3. Listen To Motivational Speakers

It doesn't take an Einstein to figure out why we listen to motivational speakers. We listen to get motivated! But just like reading, listening pumps up the brainpower and allows you to create more easily.

Think of how you feel when you listen to a powerful speaker. You get excited. You want to use what you've learned. You suddenly feel like you can do anything.

The education of listening to motivational speakers will empower you while simultaneously increasing your creativity. Kind of a two-for-one deal.

4. Exchange With Complimentary Sites

There are copyright-free content sites online in which you can borrow content for your own web page. However, I personally suggest you use this method as a last-chance remedy.

Sure it's easy and free but as with most easy and free things it doesn't really add individuality to your site. Do you really want a look-a-like site that makes increasing traffic that much more difficult? Of course you don't. However you can twist this idea simply by exchanging.

In all industries there are complimentary businesses. Businesses that will usually have a slightly different target market. These are the sites to exchange content with. You give some of your ideas to them and they give in return.

Win/Win once again. :)

5. Research The Competition

Okay, it's no big secret that once in awhile we learn from our competitors even if we don't like to think so.

Research your competition and if you find a hot new topic, go one step further and research the topic. Do not copy. I repeat, DO NOT COPY from your competition. This is very unprofessional and illegal. But everyone in business should be researching the competition.

In turn, if they have learned something that slipped by you, then it's time to dig in and learn the hot new trend. Competition keeps us fresh but only if we know what they are doing.

6. Random Writing

Random writing. Also known as mindless scribbling. The really smart people call it brainstorming, which is a nice term for doodling your brain out.

Pen to paper is a powerful tool.

For therapists it is the number one tool they give their clients simply because it is so powerful. It heals, it increases creativity, it enhances a sense of well being, and it doubles your idea power.

A great book for learning to increase creativity through writing is *The Artist's Way* by Julie Cameron. It gives you twelve steps for writing randomly. The most important of these steps is to kill your inner critic.

Write out what is in your head, three pages every day and do it really badly. What? I'm

sorry...What did I say? Yea, that's right. Do it really badly. When you give your mind permission to write badly it quiets your left statistical type brain and travels over to the user-friendly creative right brain.

So scribble and do it for the very best "F" grade you can get and in turn your brain will give you "A" content for your site.

Now see? That wasn't so difficult. Notice how many senses are involved in the creative process. Your senses are what keep your mind active and your brain cells expanding. So now that you have a "sense" of what you need to do, have fun. Because if your not having fun, then it just isn't worth it.

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Rozey Gean is the founder of Marketing-Seek.com where Writers, Publishers and online Entrepreneurs gather resources and build exposure.

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