

## The Importance of Web Content

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Web content is the information that goes in your Web site. It consists of such items as:

- Catalogs
- Price Lists
- Product Descriptions
- Company Information
- Articles about the Company
- Industry News
- Web Links
- Photographs
- Audio and Video Clips
- Surveys
- Order Forms

Over 90 percent of the people search the Web are looking for information. However, Web content is not the same as traditional articles and “white” papers. Web users want short and concise content. Too much can be as bad as no content.

**Elements.** People who search on the Web are different than offline information searchers. To make sure your site connects with them, your Web site content should do the following:

1. **Modular.** Be able to read in “chunks”. It helps to use titles to label paragraphs with sub-headings (similar to the format used in this guide).
2. **Scannable.** Be able to quickly scan the content to determine what information is applicable.
3. **Concise.** Be able to get the maximum information with the minimum amount of words.
4. **Up-to-Date.** Be able to reflect the latest information. Having outdated information is a quick way to lose potential customers and hurts your credibility.
5. **Consistency.** Be able to convey consistent in depth and quality throughout your Web site.
6. **Diversity.** Be able to ensure the content addresses the diversity needs of your audience, e.g., bi-lingual customers and foreign business customs / laws.

Developing good content is an important part of having a successful Web site. For best results, the content should be developed to support your company’s communications and marketing plans.

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