

Writing the content of a website can be challenging, after all you will need to catch visitors attention, supply information and consider web site optimisation (SEO) when writing....here are a few tips from Webby:

- **Keep it short and simple:** one of the main reasons people use the Web is to save time so the last thing you want to do is to force visitors to read through long pages...so get to the point, say what you need to, clearly and quickly – then stop.
- **Words:** don't be too clever, don't use words that are unnecessarily long, remember, if people can't understand what you are trying to say, your website will fail. Don't use jargon, if you must, provide explanation.
- **Grab visitors with headlines:** people scan through websites, using headlines to help them decide if it worth reading the page. The headline should sum up the content of the page while making people want to read more.
- **Links:** plant in your text links to sections that you would like to promote on your site. For example 'visit our [products](#) page to view our latest range...'
- **Keep you paragraphs short.** Short paragraphs encourage people to read more.
- **Plant Keywords in your headlines:** One way search engines rank your website is by looking at the text in your page, especially headlines.
- **Keywords:** choose 2 or 3 words or phrases that people might type into Google when looking for a website like yours. Then work these keywords into your page a few times. Don't overload the page with your keywords or Google will assume you are trying to cheat...so balance it.
- **Spelling:** check your spelling a few times...helps to ask someone to proof read.