



The Content Man

The information you need to optimize your web content.

Three ways to improve your home page content

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Website designs or renovations can take months to work through your company's reviews and approvals. Or maybe you don't have the budget for that anyway.

In either case, here are three things you can do easily with your existing home page to improve its content, and make it "stickier" for your visitors.

- 1. Add links to useful resources.** Your company must have valuable knowledge and expertise. Put it to work on your home page. You could link to a resource room (that visitors have to sign up for). You could highlight links to white papers written by your experts. (They can't write very well? Hire an editor to fix up the text.) Posting such links on your home page will help portray you as a thought leader, and create more interest in your site.
- 2. Rotate in new customer case studies.** I'm a big fan of customer case studies. They're easy to write (you can interview the customer by phone). They build good will with your customers. Most importantly, they appeal to site visitors. Build a library of a dozen or more case studies and rotate them onto your home page regularly.
- 3. Update your content often.** Keeping your site fresh with helpful information will make you more popular with your visitors *and* with the search engines. Content management systems are not that expensive (you can lease the service based on usage), and are easy to use--an essential if you want to keep your site up to date.

None of these steps require big corporate approvals, or even very much expense. Updating is especially important. If you can't afford a content management system, and your IT staff can't help you, hire a freelancer html programmer for a few hours a week.

Useful links, case studies, and fresh content. Add those three things to your home page, and you'll have content that visitors keep coming back to.