



The Content Man

The information you need to optimize your web content.

Want fast marketing ROI? Have your website edited.

By The Content Man

Websites are all about content. People visit your site because they want to find something, either a product or information.

But not all content is created equal. How the content is presented--how well it's written--makes all the difference. So, while it may be smart to save money and write web content yourself, you can do something even smarter--after you write your content, hire an editor to make it better.

Editing is perhaps the best investment you can make in website content, for three simple reasons.

- 1. Editing is low cost.** A good writer/editor can fix and improve copy very quickly. Just a few hours are all that's needed to edit most websites. Which means the cost shouldn't be more than a few hundred dollars.
- 2. Editing leverages the work you've already done.** It just makes good business sense to build on what you have. Hiring an editor not only leverages your *work*, it leverages your *knowledge*, the most valuable of commodities. You know the material. Let an editor turn what you know into a great story.
- 3. Editing makes a huge difference.** This brings us back to where we started. How well your content is written will decide whether people stay and read on--or whether they leave because your content just didn't grab them.

So go ahead and write your website, capture all the knowledge and insights you have about your market and products. Then spend a few hundred dollars on a good editor and take your content to the next level.

It's one of the best investments you can make in your website.