



## The Content Man

The information you need to optimize your web content.

### **What price excellence: How much should Content Improvement cost you?**

By The Content Man

If content is everything--and this site firmly believes it is!--then the quality of your content must be worth quite a bit. Still, you have a budget to live under. How much will have to pay an expert to review and edit your site for Content Optimization?

First, a definition: Content Optimization (CO) refers to making website content as effective as possible in meeting your goals. For nearly every company, that means getting people to stay at your site, return to it often, ask for information and downloads, and ultimately buy your products and services.

Surprisingly, CO does not have to cost very much. The reason is that you (or your writer) can develop most of the content yourself, doing the bulk of the heavy lifting. Once you have the basic text for your site, you can then ask a CO specialist to edit it for you.

Editing for CO does not involve heavy rewriting. It involves making sentences crisper, making your messages sharper and more compellingly stated, and recommending links and other content you should consider adding to a page to make it stickier.

This will take a few hours per web page. Even at \$100 per hour, that's pretty affordable for most marketers. You may be able to save some money if your CO editor is also your SEO editor. But they don't need to be the same person, and there are even benefits to having another professional look at your copy.

Remember, SEO writing is about fitting in keywords for search engines. CO is about writing persuasive informational and sales copy that moves people to take action. Hire the right person for each job--and you'll easily get your money's worth.