



## TRULY EFFECTIVE CONTENT OR JUST SEO-FRIENDLY TAGS

### Abstract

Effective content is the cornerstone of a business's interaction with its potential customers. It's also a key element in its journey of digital transformation. By being just SEO-friendly, you might be reducing the effectiveness of your content. This in turn could lower your reach and performance. Hence, before embarking on an SEO journey, brands should evaluate the content being generated and published.

A strong content strategy drives the success of any business. Investing time and resources in getting it right is not just wise but critical. For organisations on the digital transformation journey, effective content can help ensure that

every interaction with customer is value-adding and enable superlative client experience.\*

Besides being a key element in digital transformation, effective content forms

a brand's voice. It helps build thought leadership and improve SEO (search engine optimization) to bring more organic traffic, increase subscriber base, and offer a competitive edge.



## Effective content for wide reach and better performance

There are two aspects to content effectiveness — creation and promotion. Both have an equal weightage in attracting and retaining attention of the audience.

The first step in creating high-quality content is to make sure that it contains the information your readers are seeking. Just putting a ton of content out there will not help the brand. Effective content has clarity, is informative, and has takeaways for the reader because, ultimately, it is the reader who determines the quality of your content and the traffic to your organisation's web page.

Make sure your content has a uniform voice and a consistent, brand-focused tone that appeal to your target audience. Keeping the reader in mind while writing will help

you decide the topics to write about. The keywords your audience uses will direct you towards this kind of information. After deciding the topics, while writing, you will need to use the keywords that will draw the audience to your site and help improve its ranking.

A pleasing page layout, readable prose structure, and ease and suitability of words used will increase the viability of your content. An overload of text without a break in the flow, with no proper headings/subheadings and paragraphs, tends to make readers drop off. So, avoid long sentences and complex words, which will make the content difficult to understand. Another overlooked aspect is building the trust factor through content. When readers

land on your web page, it is an opportunity to connect with them and build trust, especially with new users. Some practices that can help build trustworthiness include writing clearly, with a user-focussed approach.

Posting a well-written page or blog post is not the last step in this process. It is important to ensure that the content you've put out is relevant and timely updated to help readers find the right information. Providing them with accurate information builds trust and makes sure that they will keep coming back to your site. This is also important for SEO because it shows search engines that your site is active and relevant.

## Optimizing for search engines

SEO is the technical process of increasing traffic to your website, whereas content strategy is focused on creating valuable and relevant information to drive customer action. SEO and content marketing are intangible and highly interdependent. Content is extremely important for SEO because it gives search engines sufficient information to index and rank your web pages correctly.

Using relevant, keyword-rich phrases in the headlines and throughout your content will let readers and search engines know what your post is about. At the same time, stuffing too many keywords can put off readers and will result in lower page ranking. Be sure to take advantage of blog SEO tags by tagging a few relevant keywords for each post. Many content management systems provide built-in tagging capabilities.

A solid content base is vital for good SEO. Your content's quality can be gauged on the basis of its search ranking, the number of visitors, bounce rate, and other metrics. The content must be based on the principles of SEO to ensure optimization for maximum visibility and traction that compels search engines to recognize it as authentic, accurate, and useful.

Before embarking on creating the right SEO strategy to drive traffic and generate engagement, brands must be mindful of the kind of content being created and published. In short, both SEO and well-written content are equally important pieces of the puzzle. SEO friendly tags and content improve the visibility of your website and brand which drive more traffic to it and ultimately encourage users to purchase your products or services.



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\*For organizations on the digital transformation journey, agility is key in responding to a rapidly changing technology and business landscape. Now more than ever, it is crucial to deliver and exceed on organizational expectations with a robust digital mindset backed by innovation. Enabling businesses to sense, learn, respond, and evolve like a living organism, will be imperative for business excellence going forward. A comprehensive, yet a modular suite of services is doing exactly that. Equipping organizations with intuitive decision-making automatically at scale, actionable insights based on real-time solutions, anytime/anywhere experience, and in-depth data visibility across functions leading to hyper-productivity, Live Enterprise is building connected organizations that are innovating collaboratively for the future.

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