

Website Content Development

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The OnYourMark team works with you to develop the content for your website. Writing good search engine optimized content for a website takes some planning and we have the experience and tools to help you from start to finish.

Your Web Presence is Not a Catalog

The single biggest mistake we see companies make in developing a new web presence or in a major re-design of a web presence, is that they treat it like a catalog or brochure project, figuring that, once it's done, they don't have to think about it again for at least a year. That kind of thinking leads to a static site instead of a vibrant, inherently useful, living document.

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Taking the time to sit around thinking about your website content might seem like a daunting and time consuming task especially as a small business owner with a business to run or a marketing director with a long list of goals to reach already and everyone with limited resources! We help you through this step by step with a website content development plan. We even have staff to write search engine optimized website content for you. And, as is our standard practice, our proofing process includes the final approval from you before going live on your website.

Content Objectives and Goals

Think about your target market, the people you want to reach with your website. Consider what the primary message you want to convey to this audience is and what objective you want your website content to accomplish.

I want my website to (pick all that apply):

- Build company awareness
- Sell products online
- Build awareness of a brand or a service
- Distribute information (i.e. forms, MSDS, diagrams)
- Build leads for new new customers
- Grow relationships with existing customers

- Be a trusted resource for your industry
- Enhance customer service
- Lower operation costs
- Build an interactive online community
- Offer unique content a timely manner
- Gather market research
- Other ideas and thoughts

To learn more about our Website Content Development Services or to schedule an appointment [request a meeting with an OnYourMark specialist](#) about putting together a website content development plan. It's never to late to freshen up your website.