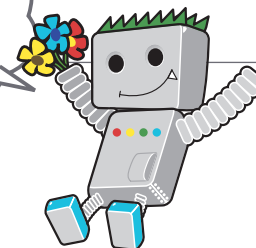Improving content and services should be a priority, regardless of the type of website!

Best Practices

Write easy-to-read text

Users enjoy content that is well written and easy to follow.

Avoid:
- writing sloppy text with many spelling and grammatical mistakes
- embedding text in images for textual content
  - users may want to copy and paste the text and search engines can't read it

Stay organized around the topic

It's always beneficial to organize your content so that visitors have a good sense of where one content topic begins and another ends. Breaking your content up into logical chunks or divisions helps users find the content they want faster.

Avoid:
- dumping large amounts of text on varying topics onto a page without paragraph, subheading, or layout separation

Create fresh, unique content

New content will not only keep your existing visitor base coming back, but also bring in new visitors.

Avoid:
- rehashing (or even copying) existing content that will bring little extra value to users
- having duplicate or near-duplicate versions of your content across your site
  - more on duplicate content

Create content primarily for your users, not search engines

Designing your site around your visitors' needs while making sure your site is easily accessible to search engines usually produces positive results.

Avoid:
- inserting numerous unnecessary keywords aimed at search engines but are annoying or nonsensical to users
- having blocks of text like "frequent misspellings used to reach this page" that add little value for users
- deceptively hiding text from users, but displaying it to search engines

Links

- **Keyword Tool**
  https://adwords.google.com/select/KeywordToolExternal
- **Top search queries**
  http://www.google.com/webmasters/edu/quickstartguide/sub1guide5.html
- **Duplicate content**
  http://www.google.com/support/webmasters/bin/answer.py?answer=66359
- **Hiding text from users**
  http://www.google.com/support/webmasters/bin/answer.py?answer=66353