

Compelling content is the business

Don't fall into the trap of just cutting and pasting content onto your website. Instead, create compelling content, and use tricks and techniques used by content professionals.

There are two major differences between reading your business's printed material, such as a brochure, and reading business content from a screen:

- Physically, our eyes can suffer from fatigue after relatively short periods of reading from a screen
- Psychologically, our attention spans are shorter on electronic media than on printed media.

Online users are impatient. They scan content, rather than read it from end to end as they might printed text. Your customers are searching for information on products. And they make decisions quickly. So you need to:

- Engage the reader
- Impart the information
- Be quick and efficient
- Use writing for the Web techniques