

# Evaluating Your Web Content

## *General Content for your Website*

### Who You Are

**Is your content communicating the core competencies of your company, as well as its core beliefs?**

Take a look at everything your company stands for. Its strengths. The value that you present to your customers. All the core elements that made your organization what it is today. Now how does your web content compare with all that you've examined?

**Does your content highlight your company's main point of differentiation from it's competitors?**

Your organization is unique and so are the products and services that you provide. By clearly exhibiting your organization's main benefit, you are giving consumers a reason to choose you over your competitors.

**Along with discussing the features of your products and services, does your site also discuss how your features translate into benefits for your consumer?**

People don't buy products and services; they buy an expectation. If your selling a stereo with 5.1 surround sound as a feature, your consumer can expect to receive a theater-style experience in the comfort of their own home.

**Is your content original and different from what your competitors are offering? Is your content compelling, interesting and informative? Is your content current and up to date with the latest innovations of your company or its' industry?**

Great sites provide relative, unique and cutting edge information. Does your site exceed your consumer's need for information?

When you think about the Web, "enormity" must be one of the first words that comes to mind. It's a place where you can find information on any topic, purchase any product, communicate with virtually anyone, and explore whatever you feel needs to be explored. With so many options, how can your site be the site of choice? There is no easy answer to that question; however, by incorporating relevant, intriguing and unique content, you can better your chances of having a successful web site.

### Who You Are Talking To

**Is the content directed toward a specific type of consumer?**

Your target market is a unique cross section of the consumer base. They are people with similar needs, expectations, and personality traits that only your organization can speak to.

**Does your content intrigue your current customers as well as serve to impact new or potential customers?**

Building relationships with your loyal customers is just as important as gaining new or potential customers. Your web site should help serve the needs of both.

**How quickly does your content connect with your visitors?**

People use the internet to gain as much information, on any topic, as quickly as possible. So, it's no wonder that over 80% of visitors will leave a site within the first 30 seconds of landing. What tactics are you incorporating into your content to attract longer visits to your site?

### Consistency

**Is there consistency throughout the site? Is the same tone and voice spoken throughout? Are the same design features being used like colours, text, layout, highlighting, photos and images? Does the tone, voice and design elements of your site conflict with the core competencies and beliefs of your company or those of your target market?**

Consistency helps your organization differentiate itself from its competitors, and helps your visitors absorb your message, core competencies and belief systems. No matter what page your visitors are viewing, there should be no doubt as to what company's site they are on and what message they are taking away.

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## *Writing for the Web*

### Style

**Is your copy written in a voice that is reflective of your company's personality and the personality of your target market? Does your content mimic speech patterns (rather than sounding like an essay) to more easily establish a personal connection with your consumer?**

In order for a consumer to hand over their hard earned dollars in exchange for goods, services or beneficial causes, it's important that a certain level of expectation, or trust, is felt by that consumer. By speaking in a manner that relates to your consumers' needs, beliefs and expectations, you can help nurture a level of trust that's unique to your relationship with them.

**Is it engaging and intriguing to your target market?**

Entertain whenever possible and present the benefits of your organization in a manner that's not run-of-the-mill marketing.

**Is it of interest to both old and new customers?**

Fresh, informative and engaging text will help engage new customers as well as keep your old customers wanting more.

**Is the copy consistent throughout the site?**

The easiest way to help your visitors read more of your web site is to stay consistent. Your visitor should realize that regardless of what site page they navigate to, they're going to receive the same quality of information, entertainment, and usefulness.

### Technical

**Is your copy written using in the inverted-pyramid style?**

Since Internet readers typically like to scan through material, it helps to use the inverted-pyramid style when writing for the Internet. The inverted-pyramid style allows readers to grasp the main point of the text within the first few sentences. If they're interested enough to learn more about what you're presenting, your visitors will read on.

**Can your visitors scan through your copy and still absorb the main point? Is it written using small, easy to digest paragraphs? Do you make use of bullets, highlighting, headers and subheads? Are you restricting yourself to one main idea per body of text?**

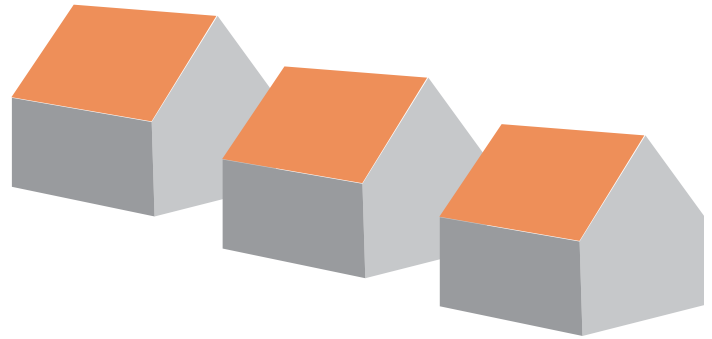
Since visitors to your site are looking to find quick bits of information, copy should be written in a manner that allows readers to scan through material.

**Do you make use of links embedded into your text to help guide readers to other points of interest?**

Embedding links into your copy is an easy way to help visitors fully explore all the benefits your site, and all the benefits your organization has to offer.

**Is the content free of errors? Spelling, punctuation and grammar.** Enuff said.

# Evaluating Your Web Content



## *Building a Brand Community*

### Your Own Brand Community

A Brand Community can be simply defined as people relating to other people based on their love of a brand. To give a real life example of a Brand Community, you can look no further than the Apple iPod community. Conversations have popped up around the globe with iPod owners sharing their personal product experiences with other iPod owners and non-owners alike. It's word of mouth marketing at its finest, and should be the main focus of your future marketing plans.

Starting a Brand Community is as simple as configuring your site in order to help your consumers communicate not only with you, but with other consumers like themselves. Web tools like member clubs, bulletin boards, chatting, newsletters and more, all help the nurture the prospect of building your very own Brand Community.

**So, as a final evaluation point of your web site's content, is your site helping your organization foster its own Brand Community?**

Smack Inc is a brand management agency that specializes in executing fully integrated marketing strategies that help develop your Brand Community.

We can help your company build better relationships with your consumers and cultivate passion for your brand. We'll promote your company's consumer-centric benefits while encouraging your consumers to engage in worthwhile experiences with your brand and other consumers like themselves.

To learn more about Smack services or Brand Communities, please feel free to contact us at [community@smackinc.com](mailto:community@smackinc.com) or browse to [www.smackinc.com](http://www.smackinc.com).