



 **Alignable** WEBINAR

Quality Content & Design for Online Success



Hosted by:

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Hoot Host - <https://hoot.host>

Quality Content & Design

Let's explore how to create quality content in coordination with effective design practices to grow your online presence. Use this presentation packed with professional guidance and recommendations!

Topics included in this presentation:

- Quality Content Writing Strategies
- Blogging for SEO Impact
- How Messaging Influences User Experience
- Effective Design of Website Content
- The Digital Consumer Journey



**Let's explore quality content and
design strategies for online success!**

Quality Content Writing Strategies

Quality Content Writing Strategies

Creating quality content for ideal messaging and optimization requires understanding of some important online strategies!

- Write content to properly engage your target audience with appropriate tone, persona, emotion, and style
- Write content based on the intent of the user landing on the page or post of your website
- Share authentic insights, opinions, knowledge, skills
- Target topics consistently that relate to your business

Writing content that speaks to your target audience, informs them, entertains them, and meets their intentions while on your website is proper engagement! Blogging and having optimized pages on topics related to your business is how you become an authority and drive organic search traffic to your business.

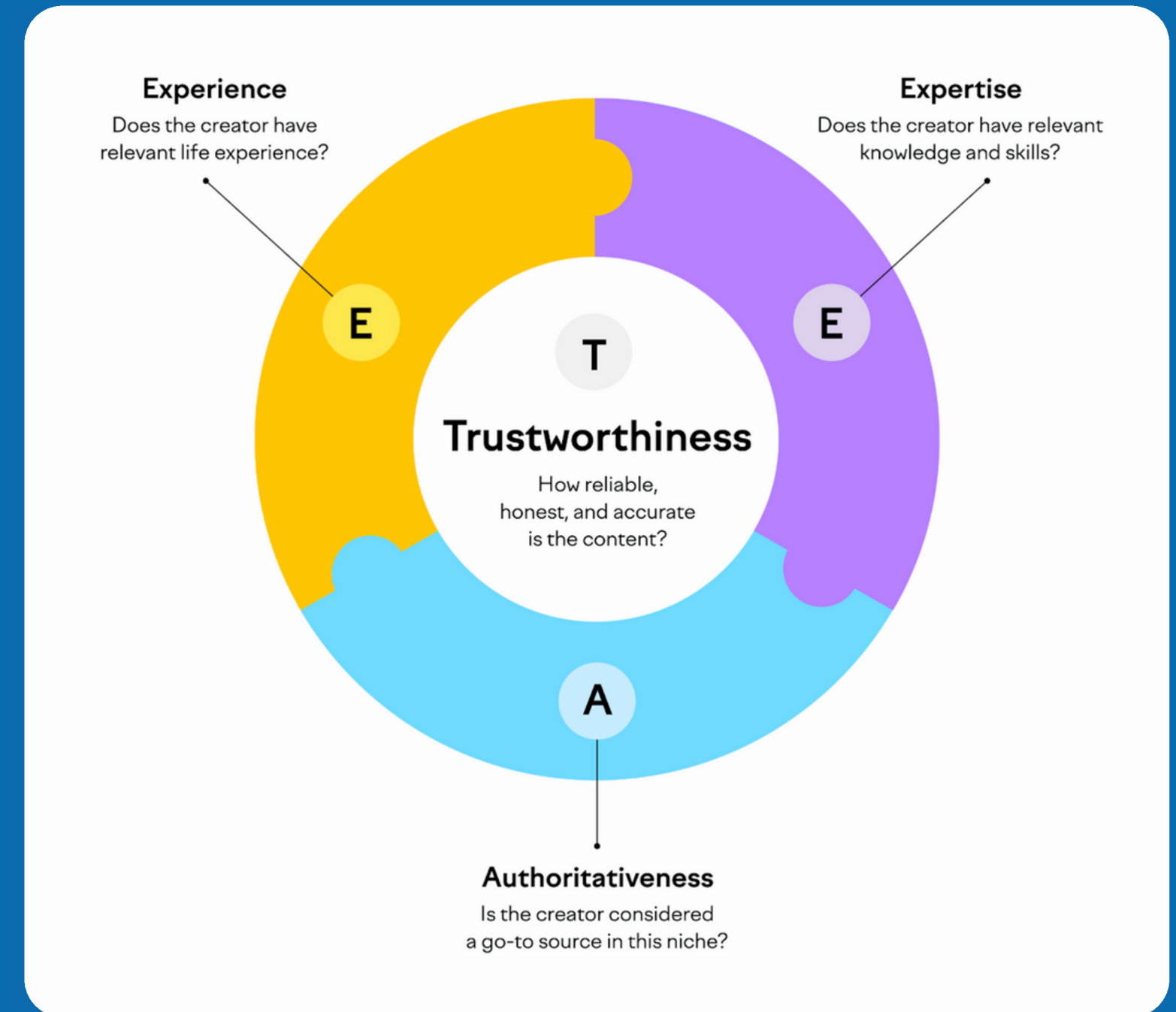


E-E-A-T Strategy

E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) is about sharing your personal experiences, showcasing your professional expertise, and consistently publishing quality content Google can recommend. The more you do this, the more you will build trust and rise in the ranks.

- Experience - your insights, advice, stories, opinions
- Expertise - professional knowledge, skills, credentials
- Authority - are you a trusted source of content and info?
- Trust - accuracy, consistent quality, topic authority, helpful

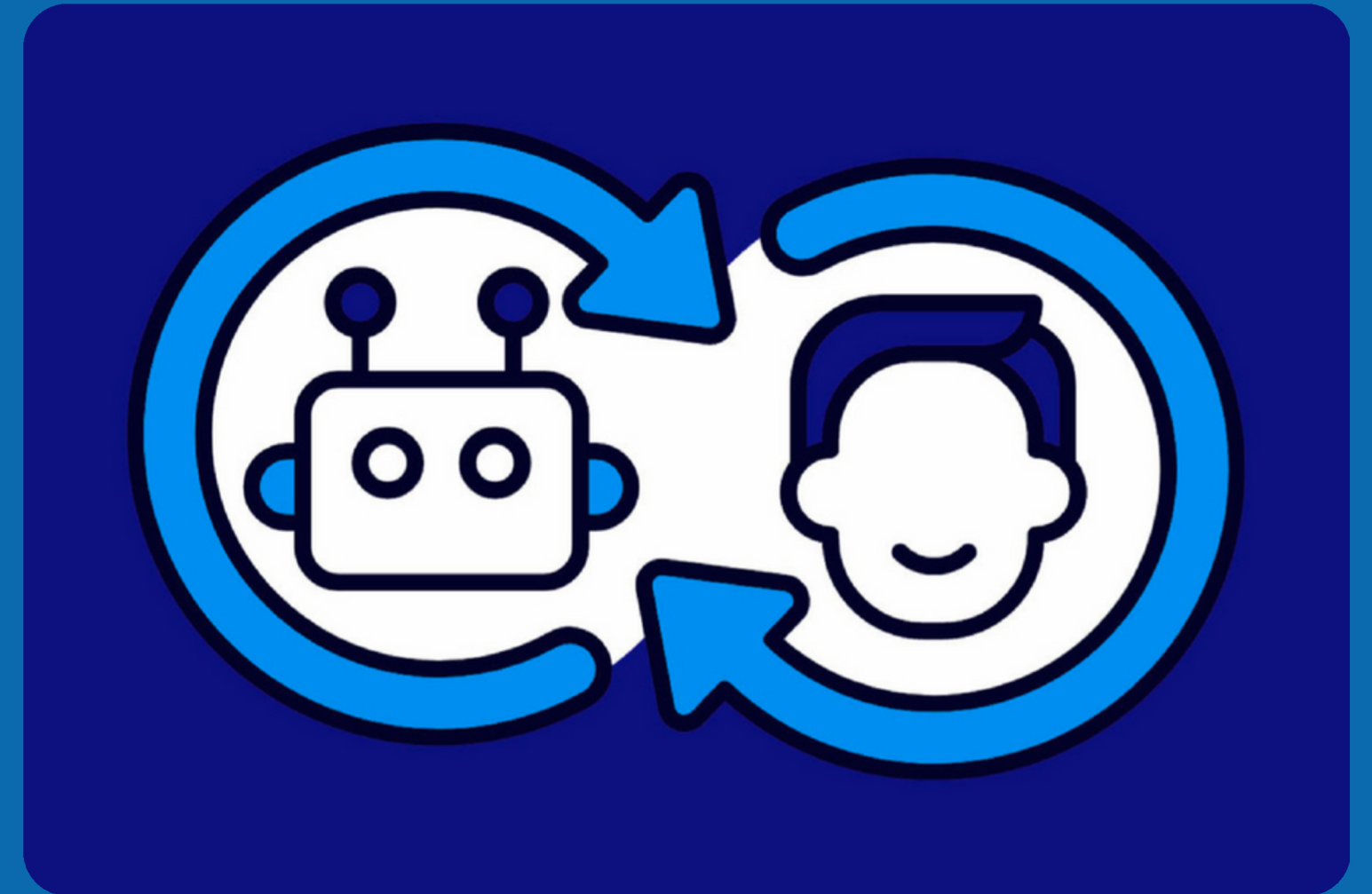
Using E-E-A-T as a guideline for writing content will help you properly engage your target audience, rank well on Google, and continue to grow your online presence over time.



Content Writing & AI

You can use AI as a tool to be more efficient, but don't let it write your website content or blog posts for you - this will lead to problems with Google!

- Aim to publish high-quality authentic content
- Do not mass produce AI created generic content!
- Remember AI is just a tool to help, human input required
- Engage your audience with unique emotion, tone, style
- Avoid spam and outdated SEO tactics, you can't cheat Google and don't want to be blocked on search engines
- AI is not evil! It is awesome - but a human content writer or editor is best in the eyes of Google
- Use AI to work efficiently, then give it your personal touch for ideal messaging and optimization



Bloggging for SEO Impact

Blogging for SEO Impact

Blogs help expand your website's presence and ability to be found on search engines. They help you attract new visitors plus regularly engage with your existing audience.

- Build topic authority on Google by consistently targeting topics relevant to your business, services, or products
- Improve your local/geographic relevance by being engaged with your local community and targeting your business areas
- Use blogs to answer common questions, provide helpful insights, and inform your audience

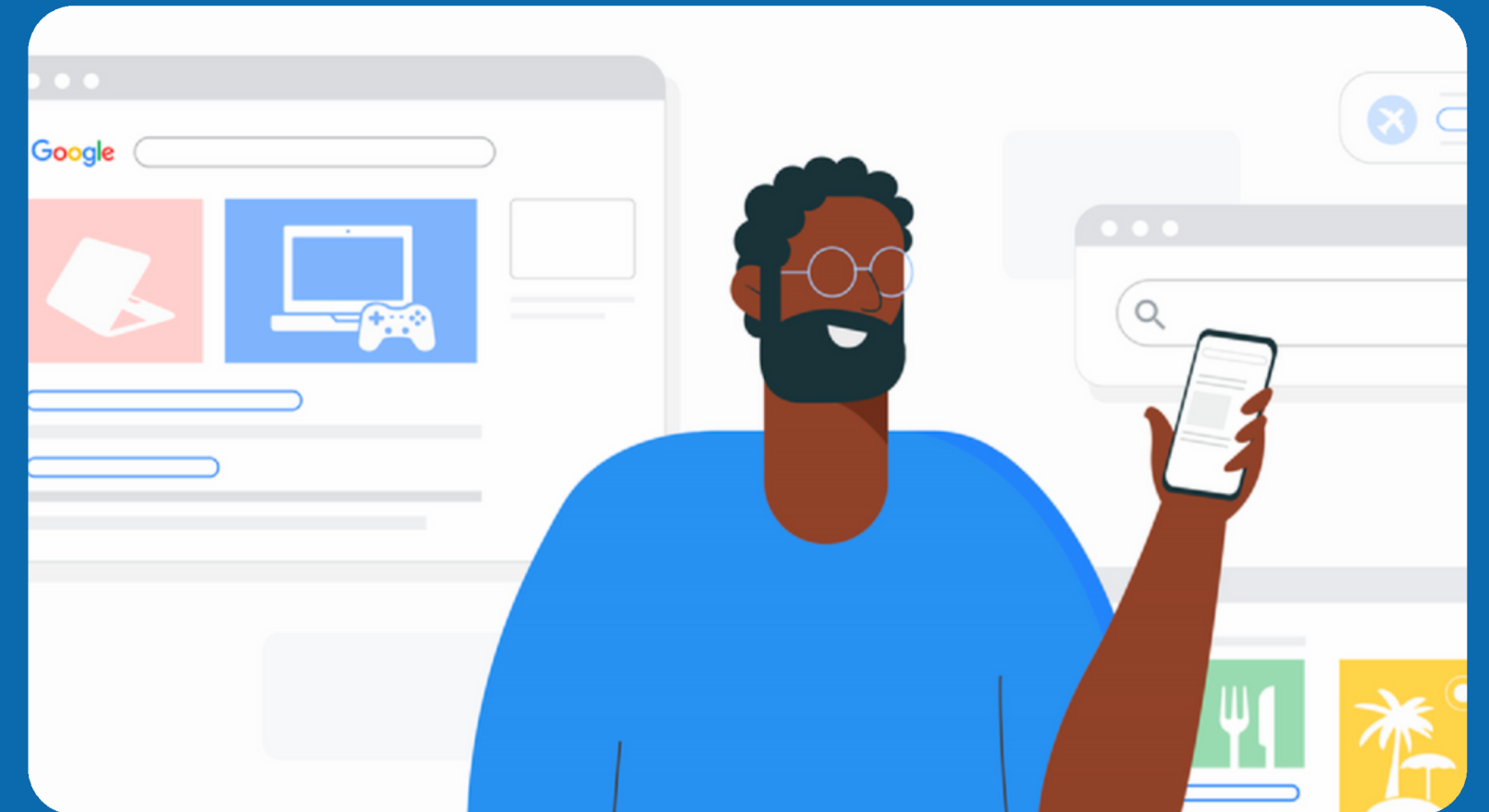
For small businesses and local service providers, a blog can be dramatically more impactful than social media or traditional marketing techniques!



Google's Helpful Content Algorithm

Google is constantly updating search engine standards to only show relevant, insightful, and helpful results to users! This is called the Helpful Content Algorithm.

- Answer common questions, provide insights / advice, and share your knowledge to provide helpful information
- Strictly follow E-E-A-T standards writing quality content
- Avoid self-promotion and spammy content
- Aim to answer the questions your audience searches for and meet their needs with your guidance and information
- Strictly following helpful content guidelines will lead to more organic traffic from Google and increase in ranking even becoming the generative AI response Google provides a user!



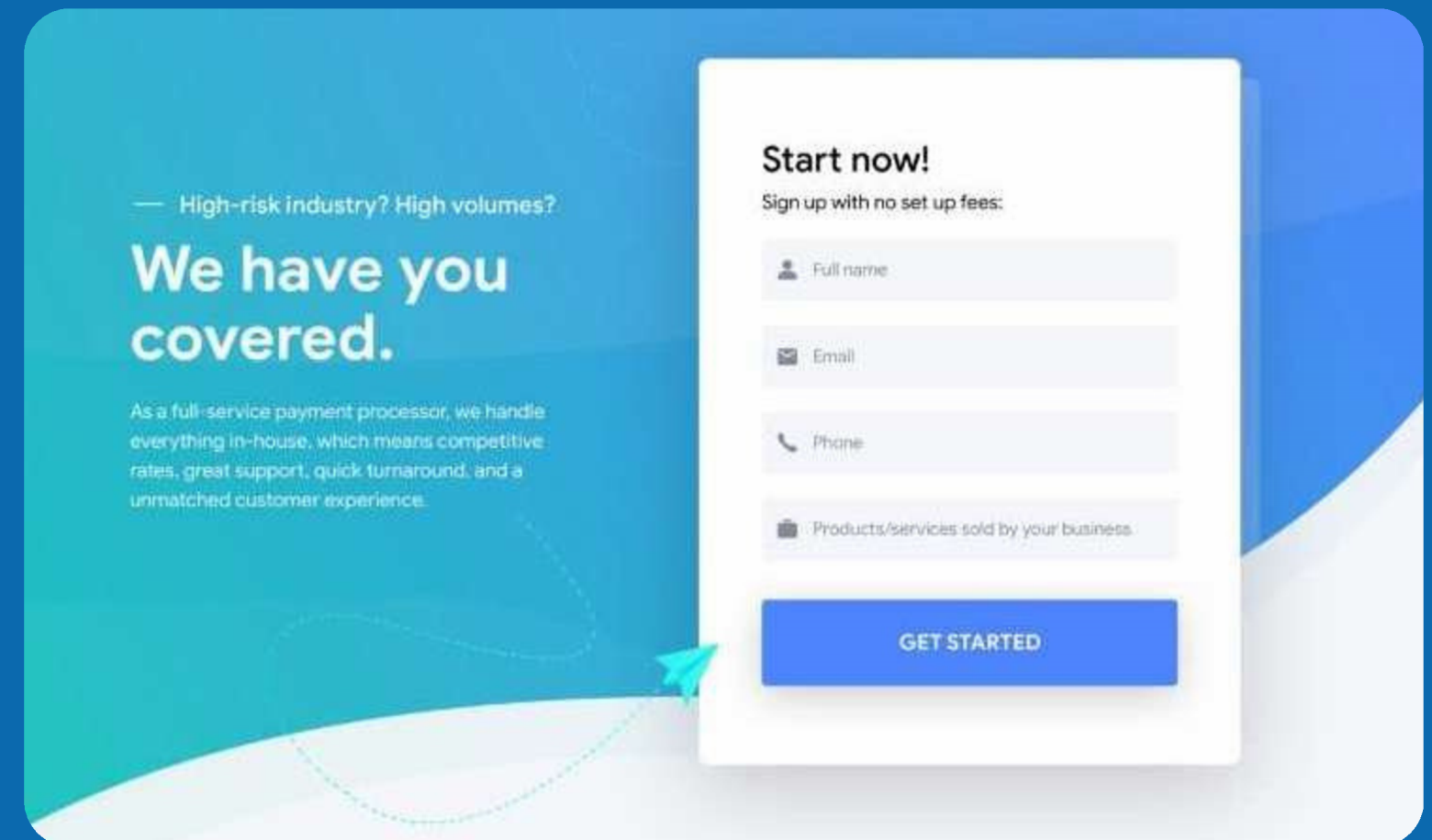
How Messaging Influences User Experience

Messaging & User Experience

A positive first impression will start a positive user experience, help you gain credibility with your users, and build trust! By focusing on how visitors interact and feel about their online journey with your business, you will create an ideal experience.

- Craft your message based on user intent and journey stage
- Tell a story, guide users, and engage!
- Use impactful messaging to drive your desired action

Impactful messaging + quality user experience directly influences how users interact with and perceive your business website. When visitors are engaged with your website, it will be more sticky keeping them on the page, following your CTAs, and helping you drive more leads and conversions!



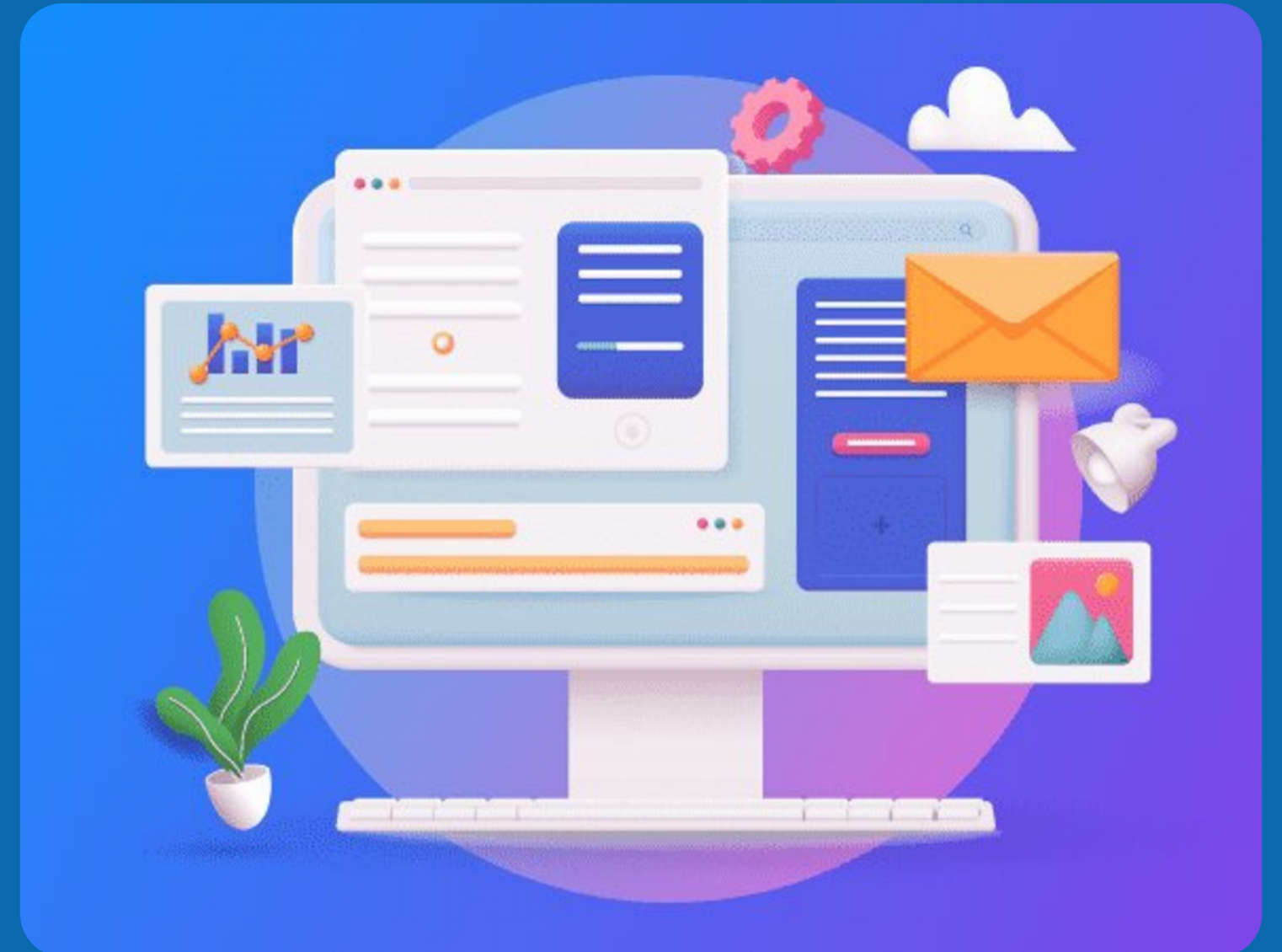
Effective Design of Website Content

Effective Design of Website Content

A website is a communication tool of your messaging / content, and with effective design practices + modern standards, your online presence will be most impactful!

- Your website should be responsive and mobile-first
- Make actionable targets easy, minimize choices, K-I-S-S!
- Use focal point, simple layouts, clean structure, no clutter!
- Divide content with images, colors, separate sections
- Easy navigation and a high level of accessibility
- Consistent branding - font, colors, images, elements

Designing a website that is mobile-first, user-friendly, CTA-focused, easy to navigate, and effectively showcases your content in an organized layout will help engage users and meet Google SEO standards!



The Digital Consumer Journey

The Digital Consumer Journey

The digital consumer journey (also known as the buyers journey or customer journey) is a means of understanding how search engine visitors find and interact with your website based on their intent. The journey is made up of 5 stages. Understanding this strategy and structuring your website around it will increase conversions and help you grow!

- Discovery Stage (Helpful Content Blogs / Landing Pages)
- Consideration Stage (Pillar Pages or Service Pages)
- Action Stage (Purchase / Sign-up / Booking / Contact)
- Retention Stage (Support / Communication / FAQs)
- Advocacy Stage (Testimonials / Reviews / GBP)



Reminders & Recap!

Reminders and Recap

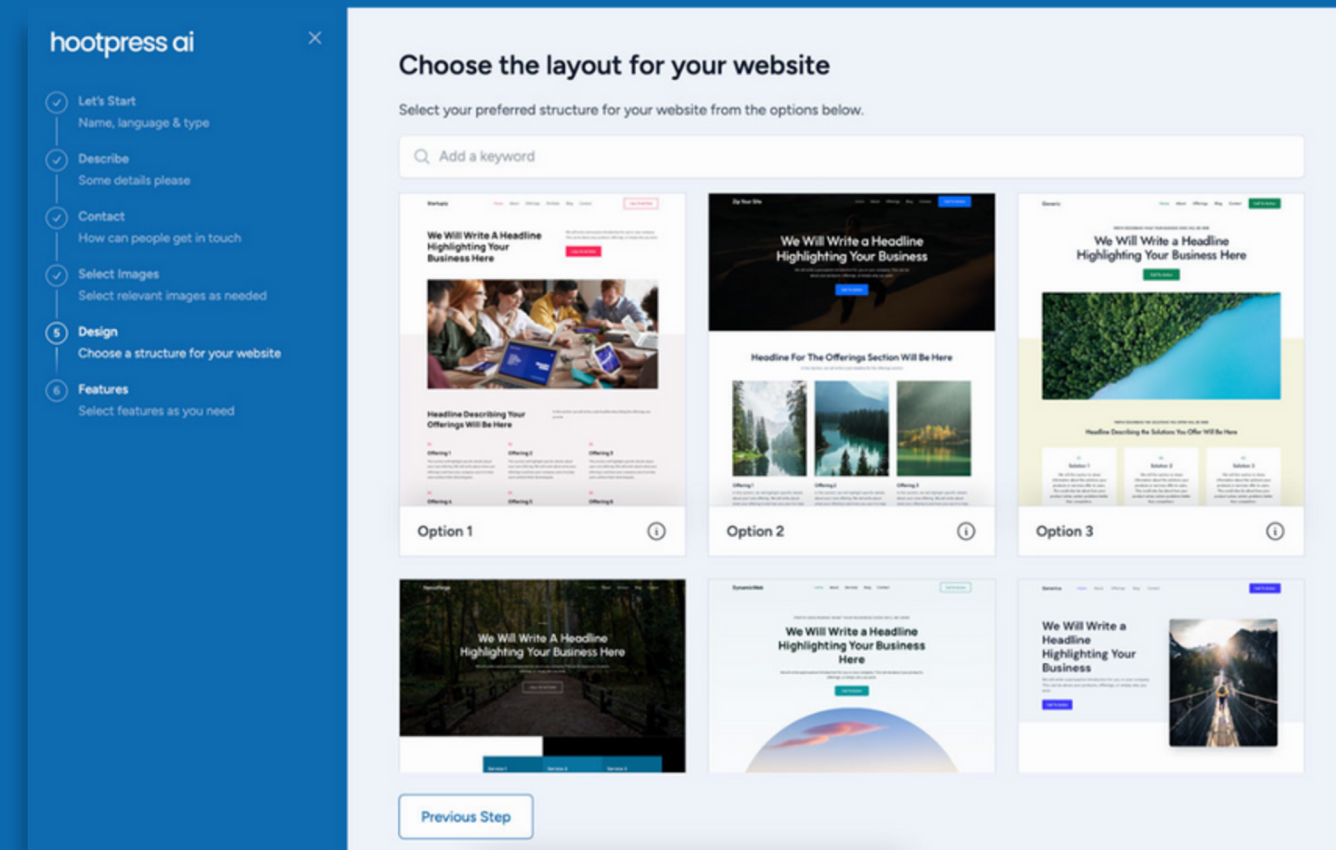
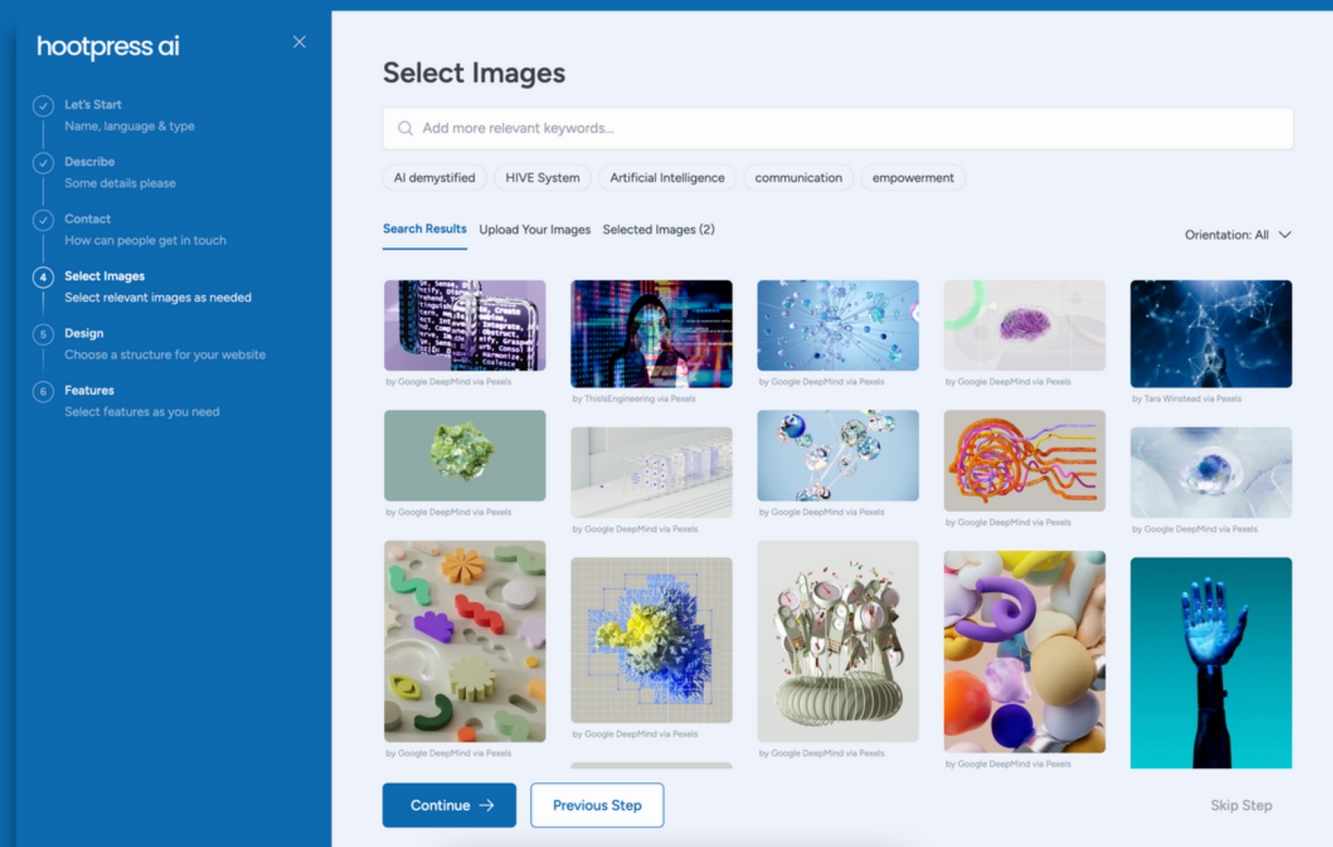
A website with quality content to properly engage your target audience and meet Google standards + effective design will help your business have the highest level online presence!

- Engage with your unique tone/persona/emotion/style
- Build topic authority and geographic relevance
- Share personal stories and professional expertise
- Use AI as a tool to be efficient only! Don't rely on just AI
- Follow E-E-A-T standards as your writing guide to success
- Strictly follow Google helpful content standards for blogs!
- Optimize your messaging with UX in mind
- Modern design / simplicity / clean presentation!!
- The digital consumer journey and user intent is how you engage your audience and grow your business online!



HootPress AI Website Builder

Have Hoot Host build and manage your website for you - or use our AI builder to DIY your website for the most affordable WordPress business website anywhere!! With personalized support, our CRM and marketing platform, managed hosting, and AI content writer all included.



Time For Questions

Let's start a conversation about quality content and design!



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and leave us a review!**



The Wiser Way to Build Your Online Presence



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