
Create a content development strategy for your website

In addition to optimising the existing content on your website, it is essential that you develop a strategy to continuously increase your website's content on an ongoing basis. All new content should be written specifically with the web reader in mind and should also be optimised for the search engines.

A website should acquire an adequate number of pages related to the specific subject matter in order to be seen as an expert in the specific industry. The more frequently the website's content is updated, the more frequently search engines will be able to spider and index the website appropriately and apply a suitable ranking to the websites individual pages of content.

Benefits of Increasing Website Pages:-

- Ensures that the company is identified as a subject matter expert
- Encourages more frequent spidering by Search Engines
- Creates more opportunities (pages) for Search Engines to rank
- Increases content offered to visitors
- Creates additional content for theme alignment
- Improves inbound linking strategy
- Offers additional opportunities for internal and external linking

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