

The Power of the 5 W's

So far we have covered a lot of information: how to be found by a search engine (SEO), what are keywords and how to use them, content, navigation, becoming an authority, how to create lasting relationships, and much more. Organizing all of this information and content to allow SEO and user friendly interface can be complicated and overwhelming..

A suggestion for organizing your thoughts about content, think of the 5 W's: Who, What, When, Where, Why. When you can answer the 5 W questions, you have covered your content needs. Let's look at the 5 W's individually.

Who: Who is your target audience? Do you know who they are and how they think? If you don't know your customer, how can you possibly address their needs? We are offering solutions and benefits, not just listing the features of the products and services your business offers. You have to be able to know what problems your customers face and offer them a solution to the pain they feel. What motivates them to buy?

What: What are you trying to accomplish with this website? Are you trying to sell a product immediately, schedule a service or collect their contact information? Know how your web presence fits into your overall marketing plan and determine what you expect to accomplish and the steps you need to take to succeed. Identify your (COI) Call To Action.

When: When should I use some marketing strategies and how? We will talk about autoresponders in an upcoming SEO SOS lesson, but for now, an autoresponder is a means of scheduling automatic and ongoing contact with your potential clients and current customers. It is important to set deadlines for launching your website, but it is better to miss your target date by a few days if it means you have the time to go over it one more time to correct typos, errors and broken links. Don't put up a broken website that will "turn-off" future clients that would have otherwise loved you.

Where: Where are you going to set up your webpage support points? Directory submissions, reciprocal linking programs, blogs, forums, related or associated partnerships, affiliate relationships, pay-per-click ads and joint venture relationships will probably be a part of your traffic generation efforts. These efforts are designed to send people to your website, but you must choose wisely where to focus your efforts or you will do more damage than good. You will want your initial support presence where it will do the most good with the quickest response.

Why: Why me? Why would someone buy from you rather than from one of your competitors? What is your Unique Selling Proposition (USP)? If you cannot come up with your USP, how can you convey this to future clients. Maybe it's because you have been in business longer than your competition, better products, better pricing, or more experience / education; is it because you have a stronger customer support approach? You really do know your USP, just narrow it down to one closing statement that is easy to read and makes sense.

If you take the time to write out your web content utilizing an awareness of the 5 W's, you'll have strong, complete content that markets you and your business effectively.

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