Content

Andrew Morton

People come to your site for content

Check facebook posts

Read the news

Look for things to buy

High quality content

Provides valuable information to the user

Engages attention long enough to convey message

Keeps the user coming back

Questions to ask

Who is publishing content?

How often is content published?

What authoring features are expected?

Content structure

What kind of content do you need to display

What fields does the content require?

How is the content related?

Searchable content

Keep pages specific

Use keywords in title, url

Relevant content for targeted search queries

Intellectual property

Who owns your content?

Can you use this picture?