The Content Rich Website: The focus of Successful Websites.

The place that brings everything together in a unified place is a content-rich website.

It is becoming widely acknowledged especially by web designers and search engine providers, that **_great content is a critically important aspect of a website_**, as the site is used to form a relationship with users.

Design, colour, navigation and appropriate technology are all important aspects.

Let your passion shine through.

Be intuitive, natural honest and relate to buyers.

We recommend tailoring a website based on knowledge rather than a simple product pitch.

Educate and inform, maybe include blogs, Q & A, Testimonials. With respect, and kindness, we're all human.

Showcase happy customers.

It is also acknowledged that individuals and organisations who take time to understand the needs of the buyers they wish to reach, and then develop information to educate and inform those buyers, are more successful.

Reflect your personality and authenticity and reach particular buyer personas.

If you spend as much time and money on content as on the design and delivery you will perfect that critical mix of content, design and technology.

Each individual and organisation has an important story to tell

Blog: Real-time products and real-time content.

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