Applying Prospect Experience Design™ to Your Website

NEWFANGLED

Own your marketing, control your future.

An ideal **article detail page** has three key attributes.

500+ Words

A good article is composed of 500+ words of indexable content that are both reader and search engine-friendly. That means they use typography to make it easy to scan and read, as well as metadata to make them findable by searchers.

Related Content

Positioning this list of 3-5 related articles in the right sidebar captures the attention of orienting visitors who may not yet know the depth of your coverage of a topic related to your expertise.

Researcher & Evaluator Friendly CTAs

CTAs should serve both the orienting user, who is unlikely to scroll, as well as the deep browser, who will scroll vertically until they find content relevant to them. These are the **primary actions** prospects should take on this page.
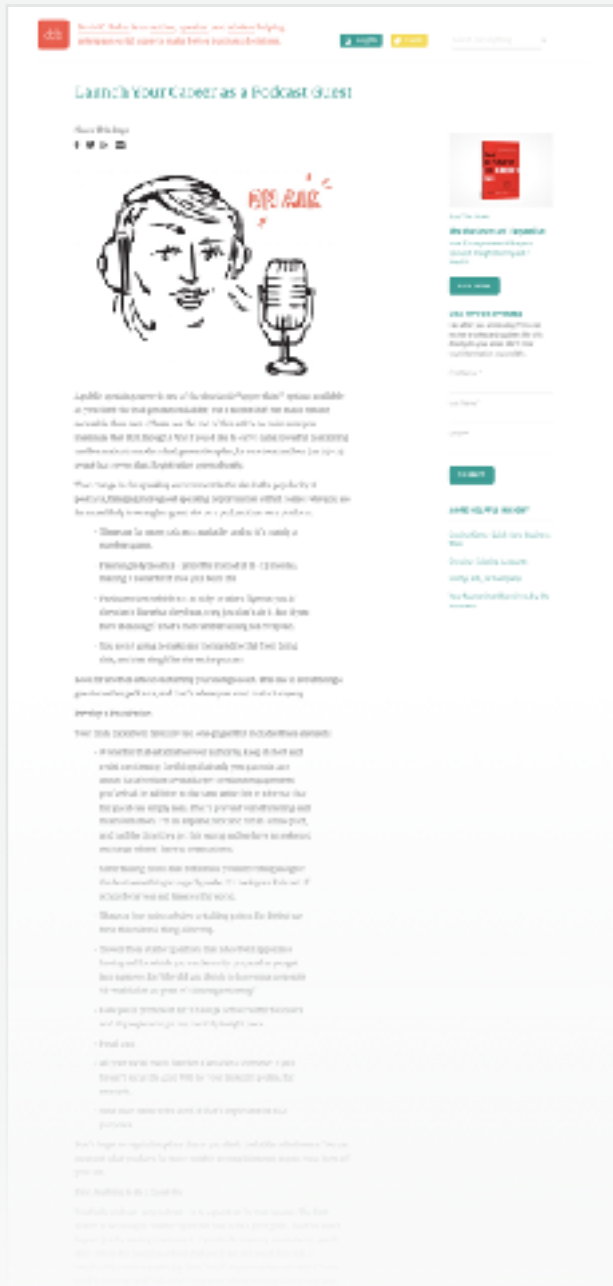
Article Detail Pages are probably the simplest page type on your website, but it's also the most important, because they're likely to be the first thing a new prospect sees on your website.

These **article pages** are well structured and well designed.

Each of these firms dramatically increased the effectiveness of their content marketing pages after an initial Newfangled audit.