

Purpose: Website text content aims to provide information about a business, its products or services, and other relevant topics. Forms: It can take various forms, including headlines, page copy, blog posts, product descriptions, and downloadable content like ebooks or whitepapers. Importance: Effective website text content is essential for user engagement, search engine optimization (SEO), and driving traffic to a website. Distinction from other content: Website texts are different from print texts, as they are designed for quick scanning and the volume of readily available information online.