MTBN.NET PLR Library
Category: website usability File: OGWU-providing-useful-content-to-improve-usability-of-website_utf8.txt
Text and Word PLR Article Packs available at PLRImporter.Com

Making Useful Websites: Getting First-time Visitors to Come Back

Whether it is to shop online, to book a plane ticket, to check movie schedules, or to pinpoint your current location via GPS, the Internet has become a one-stop shop for almost all the needs for daily activities – and then some.

And yet, despite all functionality many websites offer, there are still a huge number of websites that simply do nothing but take up space, particularly on a SERP or search engine results page. What happens is that even with the most stringent of filters employed by powerful search engines, Internet users still need to wade through websites that are practically dead – dead because they offer no real information and are therefore useless.

But should it necessarily be that way? Do functional and effective websites come into being by simply throwing money at it? Does it mean that small companies cannot produce useful and practical websites? The answer to all three questions is a resounding NO.

With just a little bit more effort, small websites can offer just as much information, if not more, than the high profile websites maintained by media giants and conglomerates. And it doesn't necessarily entail needing to break the bank.

There is a fundamental rule in designing websites and that is Content is the number 1 consideration.

You could spend a fortune on producing glitzy and flashy animation and special effects, but if your target user is not getting anything useful from the site, then all the bells and whistle will be for nothing. Remember that the Internet paved the way for the Information Highway and as such, content – useful content – is the heart of this medium.

Just what constitutes useful content?

When you first set out to create your website, you had to think about your target user. These vary with the kind of audience you wish to reach. Some target young people, others go for the yuppies, still there are others who wish to cater to household moms and dads. There is practically a market for everything. It's simply a matter of identifying what to present to whom.

Focus on Your Target Audience
And this is where you need to do your homework: You need to focus on your target audience and determine what kind of information and content material will

MTBN.NET PLR Library
Category: website usability File: OGWU-providing-useful-content-to-improve-usability-of-website_utf8.txt
Text and Word PLR Article Packs available at PLRImporter.Com

capture and sustain their interest.

For example, if your target audience is women in their early retirement years, then you should probably be creating and posting content that has to do with hobbies taken up by your target market, which could be garden, golf, or maybe even both. The same applies to young teenagers if that is your target. You will most likely need to gather content about teenaged stars, fashion tips, sports news and / or the like.

Identify Your Website's Goals
What should your target audience get out of visiting your website? This is the core question you need to ask to determine a website's usability. Will it be able to answer or given solutions to problems commonly faced by your audience? The answer you should strive for that question is a big YES.

Sourcing Your Materials
Now that you have an idea what you want to give your website's target audience, you need to find legitimate and reliable sources of the content you wish to present.

Of course nothing beats writing and producing the material yourself, or hiring someone to do it, because you can claim the material is uniquely yours and you do not need to worry about copyright issues. However, should you be unable to spare the resources of producing your own website content, there are still solutions around that.

The Internet is full of articles written by people of varied expertise, which very likely include your website's line of interest. And the best part of it is that, very often, these articles can be published on other websites (including yours!) for free. The small trade-off is simply including the writer's name and credentials before or after the article.

Nifty Knick-knacks
In addition to informative (and free) articles, there are all sorts of mini-programs (usually Java-based) that come in the form of games, quotation estimators, body fat counters, weather report update, etc.

The idea is to give your target user more tools to use that will help them with what they need to accomplish on and with your website. Once again, you have the option of programming these yourself and making it available on your website, or you can copy a code from a third-party programmer and integrate it with your own website's code. Very often the only trade off again is reference to the creator – which is only just right. Other more interactive elements such as surveys,

MTBN.NET PLR Library
Category: website usability File: OGWU-providing-useful-content-to-improve-usability-of-website_utf8.txt
Text and Word PLR Article Packs available at PLRImporter.Com

quizzes and the like may be enjoyed and appreciated by your audience (especially if prizes are available afterwards).

In providing useful content for your website's target audience, you may not have to look very far or to pay prohibitive professional fees. All it takes is an attentive mind to what your audience wants and needs and the patience and resourcefulness of looking around and assessing what options are out there. Once you've got those down pat, it simply a matter of time when visitors will come by regularly and repeatedly because your site offers current and useful information.