

13 IDEAS TO UPDATE BETTER CONTENT



BEFORE WE START: UNDERSTAND SEARCH QUERIES

Search for your products and services as a customer. Read through top search results to understand how they create their content. They might be including product names, features, functionalities, etc. that you can also use. Try to talk about your products and services in a similar manner. Remember, copying might affect you negatively. Sites which have unique content and are frequently updated come higher in search results.

1

A-Z PRODUCT DESCRIPTION

If you're a manufacturer, describe your product's main features and specify the resources and materials you use. Outline the stages of development and state your unique selling proposition.

2

SHARE OFFERS

Have an exchange offer, a festival discount or a coupon? Customer will want to know this before visiting your store. Share this on your site to let them know.



3

INCLUDE FREQUENTLY ASKED QUESTIONS

Answer frequently asked questions about your unique products as updates to your site. A lot of customers coming to your business website have similar questions.

4

SHARE CUSTOMER STORIES

Customers love a product which offers more than the promise. Sharing unique uses/stories about your product or service which is helping you be ahead in the race.

5

SHARE NEWS FROM YOUR INDUSTRY

Recap and share national/global news about your suppliers or manufacturers. Your suppliers will appreciate this and your customers think that your brand and its services and features are trustworthy.



6

SOLVE A COMMON PROBLEM

Write common problems that customers face while using your kind of business product. And then, write about the problem(s) that your product or service fixes.

7

LIST YOUR PARTNERS

Have you recently partnered with a new brand? Introduced a new mode of payment? Sharing updates like these on your site would be great.



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8 SERVICE IS THE KEY

Customers love brands with an inclination for service delivery. Write about how you're making changes to enhance your service.

9 MENTION HOW YOU ARE BETTER

Read competitor product/service reviews around the web, pick out complaints, and write a post about how your product or service solves that problem, without actually mentioning the review.

10 UPDATE NEW PRODUCTS FREQUENTLY

Whenever you are planning to launch new products or if your products are already in the market add them on the website too. Try to make this a regular practice.

THINGS TO AVOID



1 AVOID USING HASHTAGS (#)

If you are planning to use hashtags related to your business products, then be assured that they are not going to get tagged from your update. Rather talk about specific and useful features about your product in a sentence.

2 AVOID USING PHONE NUMBERS

Your phone number or contact number or inquiry number need not be updated since you can update that in the contact section of the app.

3 AVOID SUB-LOCALITIES IN YOUR UPDATE

We understand that you want to promote your business in the required location or that locality. It will affect your SEO, and we know you do not want to take that risk. Our SEO makes sure that your location is visible through the address tagged in your website.

