



PRESENTS:

THE TOP 7 WAYS TO USE CONTENT ON YOUR WEBSITE



2022 Edition

The Top 7 Ways to Use Content on your Website

Several years back, the founder of Microsoft, Bill Gates, coined a phrase that still rings 100% true to this day; *content is king*. Content, including written content, visual content, and video content, is absolutely the driving force behind the internet. A blog website, for example, won't survive and grow without new content being regularly posted. A YouTube channel? To be successful and create a steady income stream, a YouTuber must post new video content several times a week, if not daily. Content is also the primary determiner of a social media page's success. (The page would die on the vine without it!) The [better, more engaging, interesting, informative, or entertaining the content](#), the more successful all of these online enterprises will be.

Content is so important it spawned a new type of marketing; *content marketing*. That's when you use content as a tool to attract customers and convert them to sales. However, one question many folks new to the content game have is how to use it on their website. If that's you, this particular piece of content will be very interesting, informative, and valuable (like good content should be). Below we've collected the top 7 ways to use content on your website. If becoming a content master and building a blockbuster, income stream-producing website is your goal, read on!

1 - Use Content to Drive Traffic to your Website

The next time you visit your fave website online, ask yourself this question; *why is it your fave?* Do you go there because they use the best fonts? Maybe it's your favorite website because it's easy to navigate, is well laid out, and has a cool name.

While all of those things might be partially true, the fact is that 99.9% of consumers love most about their favorite website(s) *is the content they provide*.

HuffPost, for example, delivers hard-hitting content about politics, entertainment, and business. Google is the most-used website in the world because it supplies instant content about practically anything you can think of. CNN's website is hugely popular because it delivers daily new content on the news of the world.

What these and all other hugely popular and successful websites have in common is that people flock to them daily to get new content (and know that they will deliver that content in spectacular fashion). To get the same results, that's what you should also be doing, providing new, scintillating content that appeals to your fanbase and posting it as often as humanly possible.

2 - Use Content to Build a Fan Base

One of the best reasons to post content on your website is to give people a reason to visit, as we just saw above. More than that, however, if you post [high-quality content](#), you'll build a base of fans that will support you, be loyal to your website and come back time and again for more. Once your fan base is big enough, you can also leverage it to create a steady stream of income by selling merchandise, recommending products, and referring them to fan support sites like *Patreon*, where, get this, *they will pay you for making more content!*

Now, keep in mind that building a fan base takes time, energy, and, you guessed it, lots and lots of content. It can't be low-quality, poorly-written content, either. It must be snappy, engaging, interesting, or entertaining (and it would be great if it checked *all* those boxes). Your content should provide value in some way to your fans. It can, for example, show them how to do something or solve a problem. It can be thought-provoking, provide comfort, or, depending on your website, make them

laugh so hard they do a spit take. If your content does that, you'll build a fanbase that will take you anywhere you want to go and help you succeed beyond your wildest dreams.

3 - Use Content to Build an Affiliate Marketing Business

One excellent use of content on a website is to build an [affiliate marketing business](#). All affiliate marketers are, at their core, salespeople. They promote products and services for a company, and when someone makes a purchase, they get paid. Easy-peasy, right? Well, honestly, no, unless you're using great content. Without content, you can't even be accepted as an affiliate marketer for most companies, as the best make having great content on your website a prerequisite.

Here's an example: Let's say you're an affiliate marketer for [Nike](#), the running shoe and apparel company. The best type of content for this sort of product is in-depth, written reviews of each product that tell the reader what they can expect. Comparison reviews are great, too, showing the difference between one shoe and another (or several). Your content should be as detailed as possible, well-researched, and provide real-world, actionable information that consumers can use. Do that, and you'll be able to build an affiliate marketing website that kicks serious butt and helps you sell more Nike sneakers than you can imagine!

4 - Use Content to Brand Yourself as the Expert in Your Field

Let's say, for the sake of example, that you've got 2 decades of experience growing hydroponic vegetables and know everything there is to know about them. And let's also say that you start a website to monetize your in-depth knowledge. To do that,

you're going to need one thing; *content*. In this case, your content should be all about hydroponic gardening, including how it's done, what you need, how to avoid mistakes, etc. The more information you can give to help others grow plants and vegetables hydroponically, the better. In time, everyone you help will see you as a bonafide hydroponics expert, which can go far towards helping you monetize your skills and knowledge.

Of course, hydroponic gardening is only one of the millions of subjects you could write content about. The fact is, *the subject doesn't matter*, as long as you have deep knowledge about it. What matters is, *you guessed it*, the content. It must be engaging to a fault, helpful, and provide real-world value. If you can do that, people will beat a path to your virtual door to get the expert information you're giving so they can better themselves and learn something new.

5 - Use Content to Improve your SEO and Google Ranking

Search engine optimization or SEO is a vitally important factor for any website. The better your SEO, the higher your website will rank on search engines like Google, Bing, and Yahoo. The higher you rank, the more searchers will see your website when looking for whatever it is you provide, manufacture, or sell. As you've probably already guessed, one of the best ways to improve your website's SEO is to use high-quality, authoritative content. Indeed, most marketing experts will tell you there's *no better way to improve your SEO* than using top-shelf written, video, or visual content.

[Quality content](#) improves your website's authority, which is essential to a better Google ranking. More traffic to your website improves your Google Quality Score, also, which helps you when bidding on search engine advertising. Your quality score improves even more when you use the correct, targeted keywords and repeat them

in your content several times (but not too often). Be sure to use the correct heading tags in your content also, but don't write for ranking; *write for your audience*.

6 - Use Content to Entertain your Website's Visitors

No rule says you need to provide information or instructions in your content; far from it. Frankly, in today's stressful world, many people just need an outlet for their emotions. If you post content that entertains your visitors and takes their minds off of their daily struggles, they will very much appreciate you. Fun stories, anecdotes, and infographics can go far toward building a strong affinity for your website. Fun games, quizzes, and competitions are fantastic and fun content that can do exactly this and bring all sorts of new traffic to your website.

7- Use Content to Help Visitors Solve a Problem

Today's last way to use content on your website is to help your visitors solve a problem. If you have knowledge about, say, how to reduce the frequency of headaches, get out of a traffic ticket, or save money on air travel, you can share that information and attract a ton of traffic to your site. The more problems or challenges you can help folks solve, the better. All you need is the engaging, information-laden content to do it!

Final Thoughts

Hopefully, today's info-filled blog has shown that content truly is king, as Mr. Gates so profoundly put it. Top-shelf content is the #1 ingredient for a website's success, no question about it. If you need fresh, well-written, and [highly engaging content for](#)

[your website](#), contact iWriter today and let us know. Fact is, one of our highly-qualified writers wrote this piece of content, and we have a team of them who can create practically any type of content you need to help your website achieve success!

SEO Meta Description: Wondering the best ways to use content on your website? Wonder no more! This info-filled article shows you 7 top ways to build a website with content!