

CONTENT EXPERIENCE: IMPROVING CX WITH THE RIGHT CONTENT STRATEGY

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Content strategy is about making sure your site has relevant, useful content that's well-structured and easily found. While that sounds straightforward enough, some common mistakes can derail the customer experience.

Take a few simple steps to make sure your content strategy works for your customers and your business:



1. Do your homework.

It's crucial to thoroughly understand your users and your existing content and make a plan before diving in. Include research and strategy in your timeline, and your customers — and your conversion rate — will thank you for it.



2. Don't think it's all about you.

Structure and create content from your customers' point of view rather than your own. Check out your competitors and do some user testing to see how your audience refers to your products or services and how they try to find them on your website.



3. Prioritize your content.

Stay focused on engaging your customers and meeting their needs on the homepage and other high-traffic areas. Avoid packing too much in just to please stakeholders.



4. Follow through.

Your content strategy isn't worth much if it doesn't get implemented during design or development — or you stray from it after launch. Be sure to socialize it and make it part of your normal operations.



5. Think long-term.

Lay the foundation for the future by developing a vision that allows for growth and increased engagement. Anything less sets your site up for a stale customer experience down the road.

THE BOTTOM LINE:

Following a few simple content strategy guidelines can ensure that your customers and prospects find what they're looking for without getting frustrated or confused. And that's a good thing for your bottom line!