



HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
TO GREAT CONTENT!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

Characteristics of good content

SEO

(Search Engine Optimisation)

- Keywords relevant to the target audience
- Meta description
- Title tag
- Appropriate text length
- Regular updates
- Internal and external links
- Creating unique content

Clarity

- Clear, simple and lively language
- Short sentences
- Careful use of technical terms
- Clear structure with paragraphs and headings
- Flawless grammar and spelling

Uniqueness

- Your own writing style
- No copied content
- Offer new perspectives

Search Intent

- Understanding user needs
- Tailoring content to the needs of the target audience
- Providing solutions to problems

Added value

- Nützliche, informationsorientierte Inhalte
- Fachliche Expertise und eigenes Wissen einbringen
- Anschauliche und verständliche Darstellung

Accessibility

- Various formats (text, video, etc.)
- Use multiple platforms
- Accessible content

**Characteristics
of good content**

