

## 10 POINTERS FOR GOOD CONTENT

How people and search engines will want to interact with you.  
Make what you've got go further by making sure it's -

### **Fresh**

Mmm, I haven't seen this

### **Clear**

Great! I don't have to work this out

### **Targeted**

Hey, that's me!

### **Relevant**

That's what I'm looking for

### **Purposeful**

Why are you telling me this?

### **Attractive**

Looking good (and prints out well too)

### **Interesting**

Keep my attention and I'll keep you in mind

### **Engaging**

Graphics, media, typography – a spoonful helps the medicine go down

### **Seen**

What's the use if I don't know it's there, and show the search engines too

and, of course

### **Useful**

That's going to help!

**Degas Guruve helps to get the best from your web and online marketing activities.**

Questions? Looking for ideas? Call Jeremy Walker 020 8771 7326 [www.degasguruve.com](http://www.degasguruve.com)