



1. The title wording and header image should be relevant, engaging and draws the user into the article.

2. A short author biography and photograph helps bring credibility to the article and introduce a more personal 'human' element. This can be helpful in the early stages of relationship building.

3. Adding a date and time to each article helps the user know if the information is up to date, vital for fast moving industries.

4. Blocks of text make it difficult to scan through the main points of the article. This can immediately turn away users looking for a quick 'lunch time' update.

Splitting the core messages up into well defined sections with bold headings that intrigue the user can make a huge difference. Long blocks of text are often intimidating and are difficult to process.

Research into the writing styles of publications read by the target audience can be helpful. This can help ensure immediate familiarity with your articles, making them more likely to be read.

5. Linking within the actual article ensures that the link is brought to the users' attention.

With lists of relevant links, only links that are directly connected to the article should be included, This will become easier as a comprehensive database of articles is created through regular posting. Increasing the number of articles written as a guest contributor for other websites is a great way to bring traffic to your desired pages.

6. Each article can be tailored for 'Search Engine Optimisation' to help your site to appear higher in search engine results pages. This can be achieved by inserting targeted keywords into the article in areas such as the title and headings.

7. Text articles could be enhanced by introducing podcasts or video updates.

8. 'Content is king' and the main focus must be to provide valuable information to the user. However, if advertising, it is also possible to integrate how your company can be of assistance to the user.

9. The article functions can be pushed further to be more user friendly and provide social media sharing options. An example of a site that does this well is <http://www.nytimes.com/>.

10. Article subscription services can allow regular interaction with potential clients. This can be through regular updates by e-mail newsletter or RSS feed.

An offshoot of this could be to introduce 'paid for' subscriptions to generate a revenue stream. This could be an innovative way to give client advice.

11. Focus on a desired 'call to action' can make an article highly effective. This provides focus and direction for the user and is a useful metric to judge performance.

12. Successful articles encourage user interaction and promote discussion. Many people try to achieve this by producing controversial articles.

Alternative approaches include integrating questions in the article, making it as easy as possible for the user to interact, replying to user comments and creating a poll. Of course, this would need close monitoring to preserve brand values.