

Hi!

Outdated content weighing your site down? Struggling to move your offline content online? So much to say but not sure where it fits on your current site? Don't worry, help is on the way.

If that sounds like what you're dealing with, I've listed **a few tools for you to try, concerning the presentation and flow of your content.**

I've been there too. As a writer who started in print media, I wasn't sure how to translate my long content to the web when I designed my first website.

Most online writers still believed that effective content for the web had to be brief, bland and bullet pointed to get the most likes and shares.

Not true! **What I discovered instead was that readers were still drawn to long form narratives and storytelling.**

Quality content on your website is the key to your unique brand, your organization or your business. It helps establish trust and authenticity and helps to reach the right audience to convert. Your website's design has to adapt to your content and not overpower it. Your design follows your content flow.

But content has to be well written, thoroughly researched, diligently copy edited and most importantly, engaging, no matter the word count. One exception where shorter is better are your calls-to-action (as you read in my E-Book [Creating Calls-to-Action That Deliver](#). I sent you the link a few weeks ago).

Without the right content strategy on your site, however, even the best content leaves your site visitors guessing what you really want to say—or worse, drowns out your message all together.

So, here are 4 actionable tools and tips that you can apply right now to manage or boost your content:

1. [Content Audit Checklist](#). Before you can improve your website, you need to assess what content you have to create, update or delete. Use this checklist for a content audit.

2. [Persuasive Writing: Promoting Your Brand](#). In this article, I share with you how persuasive writing, including op-eds and storytelling can promote your brand and your services and offer real value to your clients. It will help personalize your business or your organization and introduce your mission. Since the strongest opinion pieces and narratives that promote tangible ideas and offer real solutions are written in the first person, you are in the driver seat.

3. [Checklist: Messages That Convert](#). A handy checklist with general points to remember when writing emails, letters, website copy or promotional material.


4. [Email Campaigns Done Right](#). Narrative and visual storytelling, overall presentation and a clear ask are crucial for a successful donation (and any other email) campaign. Without a real strategy, any email campaign will fall short. In this article, I share tips how to create a successful campaign that converts.

I'll be back in your inbox weekly to share with you actionable tips, must read links and tools to help you figure out your content and design needs and how to streamline your site.

If you want to share these emails with a friend, please share [this link](#) to sign up, so that I can tailor the emails to their content and/or design interests.

All the Best!

Tekla Szymanski
Content + Design LLC

P.S. What's the biggest challenge you're facing with your site content or design ? Hit reply and let me know. I read every single response and love hearing from readers. You can also schedule a [FREE 30-minute consultation call](#) online with me to discuss your content and design needs, brainstorm solutions or receive a website critique.

Questions?

- Schedule your [FREE 30-minute consultation call](#) with me, discuss your content and design needs and brainstorm solutions. Get a free website critique.
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