

Business Content Assessment Flowchart

Even if Google doesn't eventually figure out you are randomly pasting together snippets of other sites to make keyword-filled and meaningless content, what will a (presumably) human customer think? And scraping (stealing content) can get your site penalized or hacked and your business sued or dragged through the social media mud.

Who is your content trying to attract? Showing that your business can have fun is great, but if every other blog post is a cute kitten picture with a funny caption, you can't expect it to bring in traffic looking for an accountant.

Ideally, the content isn't just interesting: it's authoritative. Give useful, accurate, advice, and avoid fluff and padding. Fluffy content is usually a side effect of outsourcing: a talented writer made a nice-sounding text of the required length and general topic, but it provides no value to the reader.

Avoid the opposite problem, more common with in-house production, of expert content that hasn't been polished to a professional level. The exquisite hand-craftsmanship your video is supposed to show off will fall flat if the close-ups are out of focus.

Making good content takes time or money. If you outsource and choose the lowest bidder, your content will likely reflect that. If you stay in-house and don't give your staff the time and incentive to do the work, that will show too.

