

A SiteLeads.net **White Paper**



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Content First - the New Best Way to the Web

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Introduction

Everywhere you turn, another business shows up on the web with a successful online community of active bloggers and other types of serious contributors. Their website is humming with the energy of a thousand voices, web traffic is up and the possibilities seem endless.

An online community doesn't come into existence overnight. At some point in the past, the first visitor showed up, there was probably nothing there to see, so they went elsewhere. Then the next visitor stumbled in, and the next and the next. They arrived in ones and twos like the first lonely snowflakes before a blizzard.

So how do a few snowflakes turn into a blizzard?

Content and Inbound Links.

Visitors to your website are interested in content. People come to your site for education, entertainment and comfort. If your website were an online pet care community, you might offer your visitor education (how to treat cat fleas), entertainment (members' videos of their dog tricks) and comfort (advice from others who have lost their pet).

For a website to reach critical mass, its owner invests in *high quality content* and *inbound links*. They do this from the very first day. In time, the website reaches "critical mass" and the number of contributors and visitors explodes.

Common failed strategies

- Building a fantastic site and expecting the customers to arrive when it opens for business.
- Creating a blog and expecting blog entries to be made to it.
- Investing in advertising instead of investing in content.
- Creating a website that is difficult for search engines to decipher.
- Adding content to the website infrequently.

The small company's challenge

As Wayne Dyer says "Success does not lead to happiness; happiness leads to success".

A website does not lead to success; success leads to a website.

A paradox for the marketing professional, the need to be successful in order to make a website seems like a contradiction. How can you grow an online community without a website? Pray tell!

Counterintuitive

Focusing on content instead of the website, to most people,

seems counterintuitive. How can you add content when you don't have a great website to contain it and display it nicely?

The answer is yes, you do build a website first, but only enough to allow you to start accumulating content and associated inbound links. It is only when you have the content, and the community that grows from it, that you can take your website to the next level.

Benefits of the Content First method

SiteLeads.net gets you up and running on your new website within a week. We do it by using a Web Content Management System, beginning with an out-of-the-box template that supports content growth. To that we add a unique look-and-feel to match your company message. That's about a week's work.

Then we begin populating it with content, and generating high quality inbound links to it, that very same day.

This is the *Content First* method.

Gets you jump-started

You could spend weeks or months wondering where to start. What kind of website should we

develop? Which features should we add? Who will develop the website? How much will it cost? When will the website be ready? What happens if we misunderstood the requirements?

Instead, SiteLeads.net will start growing your content within one week of signing up with us.

“
A website does not lead you to success. Success leads you a website.”

Like growing a forest, the sooner you start planting trees, the sooner you'll have the forest.

Keeps business moving

While you work out where you want to take your business, SiteLeads.net will be quietly generating the content and Inbound Links you need for a successful website.

Relieves decision pressure

While you meet partners, secure finance or develop your long term plan, we will be growing your content, links and traffic every day. One day you'll look around and see a forest.

Proves momentum

As you pursue business relationships, the daily growth of

your website will clearly demonstrate momentum to all of your constituents.

Delivers the product roadmap

No amount of theorizing about "what the customer needs" will come close to the value of the postings, comments and emails you will have after six months of content generation.

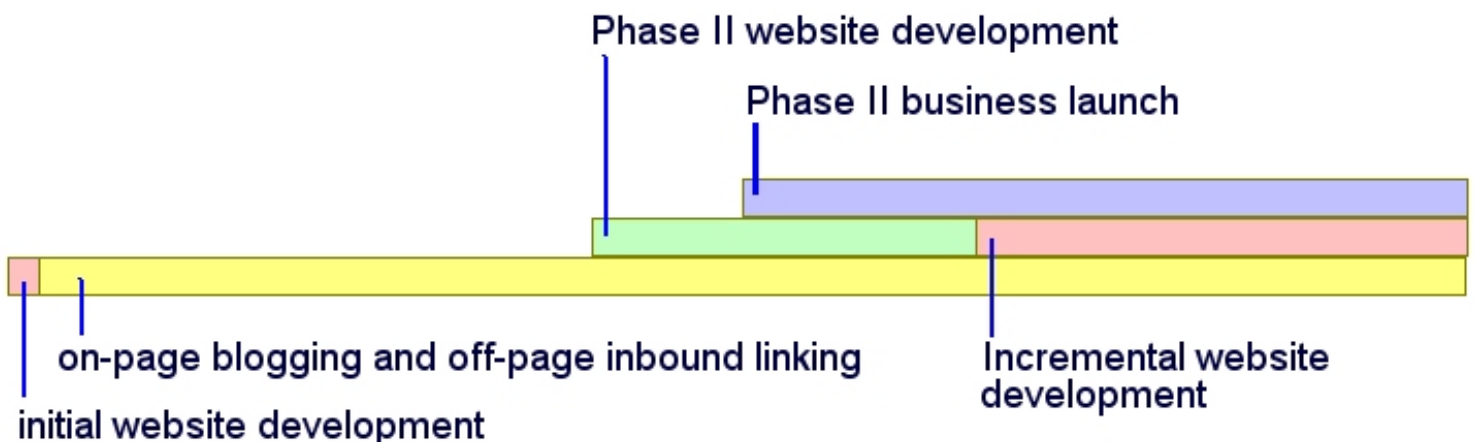
With hundreds of points of feedback from online community members, your roadmap for the future will be clear.

“ Like growing a forest, the sooner you starting planting, the sooner you'll have the forest. ”

Implementation

1. You decide on a domain name.
2. We select a web template together.
3. SiteLeads.net scrubs the template to fit.

12-month approximate timeframe



4. We add structure to the template to match website groupings (e.g. About, Products, etc.).
5. We begin blog entries.
6. We begin the hunt for Inbound Links.

Summary

Instead of spending the next six months developing a website, let SiteLeads.net get your website up in one week and begin the work of daily Content development and Inbound Link creation.

While you focus on strategy, partnerships, operations and sales, we will make your website visible on the web.

Want to know more?

For more information on becoming successful on the web, visit our website: www.siteleads.net, call us at USA 425-985-4464 or email info@siteleads.net. Tell us what your goals are and we will show you how we can help.

The logo for SiteLeads.net, featuring a red grid icon above the text "SiteLeads.net" in a bold, black, sans-serif font, with "SEO Services for Small Companies" in a smaller font below it.

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