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When I first started out as a Blogger, one of the slang that is very common is: Content is king. The great Bloggers of then will continue to hammer it that [content remains the most important thing](#) when you want to make it in Blogger. I also want to agree that most of the people that actually abandoned their blogs had problems with content and monetization. In this article, I want to look at four major importance of web content to bloggers, Developers and content creators. Follow me as we are going to look at this together in this article.

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## **What a Web content is...**

[Web content](#) is the information about a product or service that makes up a website. They are articles, texts, graphics and videos that can be found on a website that explains more about particular products or services.

Please note that text-based information is always the main content that explores all the features/ solutions associated with a particular product or service on a website. Most content developers that want to sell products and services will always adopt the use of text-based content. Although attention is now drifting towards video content as a means of engaging those who might be interested in what the website has to offer.

You should also understand that content can come in different forms such as words, pictures, videos, images, sound and animation among others.



## Importance of web content...

### #1 Conversion

Content is the information that an organization provides about its products and related offers to the visitors for making online purchases and orders. Most times, apart from a referral, it is the content that the users found about a particular product they are looking for that will determine whether they are going to purchase that product or not. Therefore, the content that you have presented to your users who visit your website will assist in convincing them to purchase your product or services. It will also enumerate some of the reasons why your website is the best place to purchase such products or services.

### #2 Attraction

Also, [when you have a blog associated with your website](#) or you are the type that likes to provide answers to questions that users might want to ask about products and services that you will have to offer, you will observe that you will start getting traffic from search engines. When users have questions, they will always think of search engines as the best place where their questions can be answered. If you can develop content on your website by providing answers. You will observe that you will start getting organic traffic to your website.

### #3 Ranking

Also, you need to understand that good content is one of the essential factors

when [you want to rank higher on search engines](#). I have said it in one of my articles that the number of contents that you have posted on your blog or website will determine the amount of traffic you will be getting from search engines. If you are the type that always posts content regularly, you will observe that you will start getting more content from search engines.

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## **#4 Adverts and Marketing**

When you have attractive content on your website or blog, it will attract advertisers and other marketers to your website. If marketers and advertisers observe that more people are coming to read your posts, they will definitely approach you for an advertising opportunity. Also, when you also want to advertise your products and services in the future, the content that you have on your website will determine the direction in which you are going to go in order to attract your target audience.

## **7 Components Of Information Architecture**

In my previous article, I have looked at some of the elements of content writing that you should be aware of. In this article, I want to talk about something different. I want to talk about all that you need to know about components of information architecture for content writers. Follow me as we are going to look at that in this article.

### **What is information architecture...**

Information Architecture can be seen as a method of developing a plan and

structure for the information that the website will contain. This allows you to plan how you are going to manage content on your website as well as the arrangement of the contents in such a way that users can find what they are looking for on such a website. Please note that the information architecture will allow you to understand how you are going to label and index a website. This will determine the exact locations where contents will be placed on your website.

Information architecture for a website can allow you to take three main decisions...

## **#1 Accommodating future growth**

The very first thing that information architecture will allow you to do is that it will allow you to plan for the future of your blog or website. It will allow you to determine the resources that you need in order to accommodate the future growth of your website. Just imagine when Facebook or Twitter started, I do not want to believe that they started the way I started my blog. The reason is that they have a future goal that is bigger than mine. Zuckerberg was building a platform that is expected to accommodate people from across the globe. Therefore, they are busy investing in Data Centres to accommodate those contents.

## **#2 Website structure**

Also, it will also allow you to make decisions about your website structures for the website. It will require you to sit down and determine the type of content that you will [be pasting on your website](#). You need to decide whether your website will contain texts or videos or a combination of both.

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You need to understand that when you are uploading direct videos on your website, it will occupy more space and it will be more expensive to sustain such if you do not have the required capital to sustain it. That is why you need to plan it well so that you do not start a project that you cannot finish.

### **#3 Type of content**

When it comes to information architecture, you need to decide on the type of content that you want to host on your website. Just like I said earlier, the type of content that you desire to place on your website will determine how your content will be structured. At times, this will also determine where your content will be hosted.

### **Now the components...**

#### **#1 The sitemap**

First and foremost, you have to determine the sitemap of your contents. This is one of the elements that will determine how the entire content will be arranged. The sitemap is a high-level diagram that shows the hierarchy of your website. Also, the sitemap has the ability to assist both humans and spiders to navigate your website and understand it better.

#### **#2 Annotated Page Layouts**

These are used to provide website directions for the website designer who uses a page layout for the website. This will determine where the Pages and Tabs are placed on your website so that users can easily find what they are looking for on your website.

### **#3 Content matrixes**

This counts the number of pages in the system and also identify the web page content. This shows how the contents are arranged and linked together so that users can easily find what they are looking for on your website.

### **#4 Page Templates**

The page element is one of the important components of information architecture for a website. It defines the layout of common page elements. The Page template will show determine where vital content will appear on a website.

### **#5 Personae**

The information architecture of a website will always make use of a user personae when the structure is being determined. This will assist the Website Developer to determine user accessibility. It will help to determine whether important information is easy to locate on a website or not. At times, some of them go as far as conducting dummy signup so as to understand the challenges users can face when they are signing up on the website.

### **#6 Storyboards**

It is also possible at times that Website Developers will adopt the use of storyboards when they are creating websites. Storyboards can allow the website developer to create 3D Stories that will walk users through the entire workings of the website. This will allow them to make their own inputs so that the entire process can satisfy all stakeholders at the end of the exercise.

### **#7 Prototypes**

These are the models of the systems which brings information architecture to

life. Most times, you may have an imaginary website or real website that you are following in order to create your own ideal website. This will give you something to work with so that you will have a perfect website at the end of the whole process. Please note that the prototype will remain the minimum standard expected for the website. You will not want to create anything that falls below the standard you have chosen. It can only get better.

### **Action Point**

**PS:** If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on individual and corporate level, I will be very glad to do that I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained includes staffs of Dangote Refinery, FCMB, Zenith Bank, New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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