**ARTICLE**

**TIPS FOR CONTENT MARKETING AND UX DESIGN FOR BOOSTING WEBSITE ROI**

Content has always been an integral part of a website which helps bring core attention of visitors to come back over and over to website. It gives a sheer boost in traffic and earn huge amount of revenue for the website. Content Marketing is a new way of marketing also called “Inbound Marketing” which solely focuses on developing dynamic and worth attractive content for visitors which also provides valuable source of information and create interest in reading down to the bottom to increase time on site and decrease bounce rate.

In today’s modern era SEO is not just limited to simple back link building. It also needs many more things to keep sustain the ranking of website on the first page of Google search engine. Content Marketing is a really powerful tool for bringing more and more steady traffic to the website which helps increase sales and revenue.

Here are some valuable tips for appealing content marketing:

* Create Worth Interesting Blog Writing
* Guest Blogging
* Social Media Shareable Posts
* Web Copy Writing
* **Write Appealing Blogs**

Blogging is an all time favorite pastime hobby for many people to post blog writing on wordpress and other CMS (Content Management System).It is an integral element of content marketing to write interesting blogs and share with others for increasing traffic of website. Many companies maintain their own blogs which is a good thing to inspire people to get to know about the organization in a better and clear way. Blogs provide an easy communication to visitors and help assess the incoming traffic stats of visitors.

* **Guest Blogging**

Guest Blogging is a new prevailing and powerful trend in content marketing to have a paid writing on some one else’s blog and earn your own reputation. It requires an impressive format of email outreach for communicating with the person to let you allow to write for his blog and get paid. The Guest Post Pitch holds significance importance to highlight the idea of content for the blog. It takes few weeks to get approval but have a tremendous value in boosting author reputation and keyword ranking.

* **Social Media Shareable Posts**

Social Media is an extremely powerful and influential source for boosting content marketing. It provides a wonderful opportunity of having direct interaction with people. It is a useful tactic to share appealing posts with highly attractive titles to interest readers. It also helps in increasing valuable traffic and leads conversion for website.

* **Web Copy Writing**

Web Copy Writing is a highly essential tool for content marketing. Every business needs a dynamic and worth appealing website to interest readers. It provides interesting information containing home page and about us page of website.

**Content Marketing and Dynamic UX Design a Perfect Combination**

The User Experience (UX) Design is also a crucial thing to help website boost traffic and gain visibility in search engine result pages (SERP). The website must be easy to navigate with properly designed structure including header, body and footer. The good html tagging with proper CSS and Jquery brings more attention of visitors. The combination of both content marketing and dynamic UX Design is really necessary for getting maximized revenue and return on Investment (ROI) for website.