

The Content Pyramid

The homepage conveys key information as concisely as possible, driving visitors deeper into the site for more.



These are the 4-6 pages connected to the top level of your main menu. They are concise, giving the broad brush strokes of a particular section. Aim for perhaps 300-400 words per page.



Subpages should go into increasing depth on individual topics within that particular area of the website. Depending on the subject matter, they can present even more information and do it in more words than higher level pages. They can range anywhere from 350-1,000 words.



When you want to provide educational information on a topic, it's now better to do a deep dive and cover it comprehensively in a single (well-formatted) page or article. Blog posts and educational pages can be 1,000-2,000 words - or even more. Avoid the mid range of 500-800 words. It can't be fluff and it has to be well written, but when you have something valuable to say and you can present it well, don't be afraid of big word counts.



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