## good content

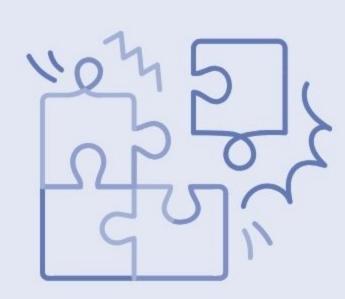
## keys to writing effective content





who is the target audience you are talking to?

is the content adding value or solving a problem for the reader?





is the content accessible and easy to read?

is the content both timely and timeless?





does the content highlight your unique selling proposition and market niche?

