

## **The Importance of Quality Content (Content is Still King!)**

As the dynamic web world continues to evolve and diversify in order to keep up with the ever-changing needs of the global online community, one thing has remained unchanged – the importance of quality content. This necessity is particularly true for eCommerce sites since informative and engaging web content is by far the best tool for building and cultivating relationships with present and potential customers. Because the primary mission of an eCommerce site is to captivate a visitor - convincing him to make a purchase and return to the site repeatedly - it is imperative that the content be fresh, enticing, and factually accurate.

Internet shoppers are particularly influenced by content quality, according to a new survey conducted by MORI. The study reports that 71% of users are more likely to purchase something from a website that provides quality content and that 60% would be more likely to visit or bookmark a site that contained reliable content. While visitors to a site might be initially engaged by the look and feel of a site, pure aesthetics don't keep them there. Engrossing and informative content is the only way to ensure that visitors stick around long enough to make a purchase.

Unfortunately, however, eCommerce sites are inherently complicated and it takes an ever-expanding level of resources to support functionality and ensure that content is kept current and engaging. Without an effective and efficient management system, sites too often sacrifice quality content because of cost concerns and the results can be disastrous. An all-in-one content management system can be essential for ensuring quality content that enhances flexibility, functionality, and expanded growth.

San Diego Media has developed a network-based, open-standards software solution that enables the easy organization and production of up-to-date and compelling content for clients, including all of their Web services and eCommerce needs. Utilizing MaxEXP's content management capabilities provides relevant and informative content for flexible, scalable, secure and profitable eBusiness solutions.