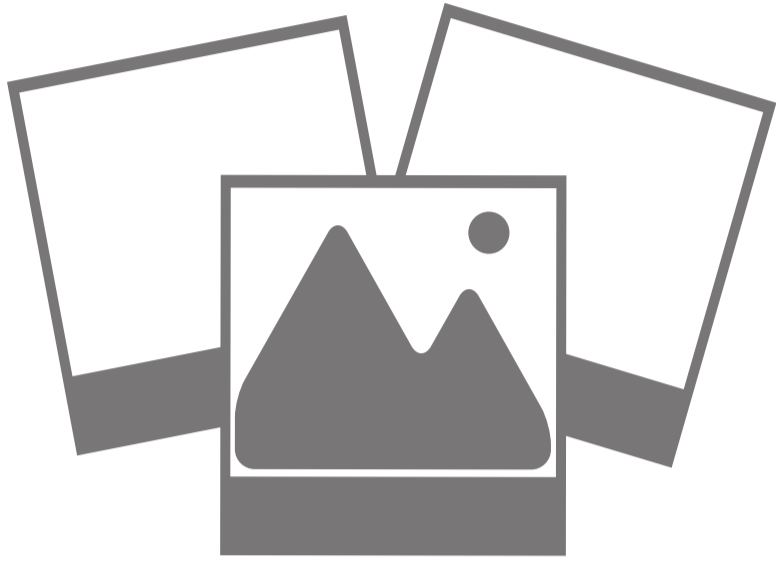


# What Type of Content Should You Be Using on Your Website ?



## Images

Whether you are writing a blog post, social media post, or just trying to generate new content on your website, you can always include an image.

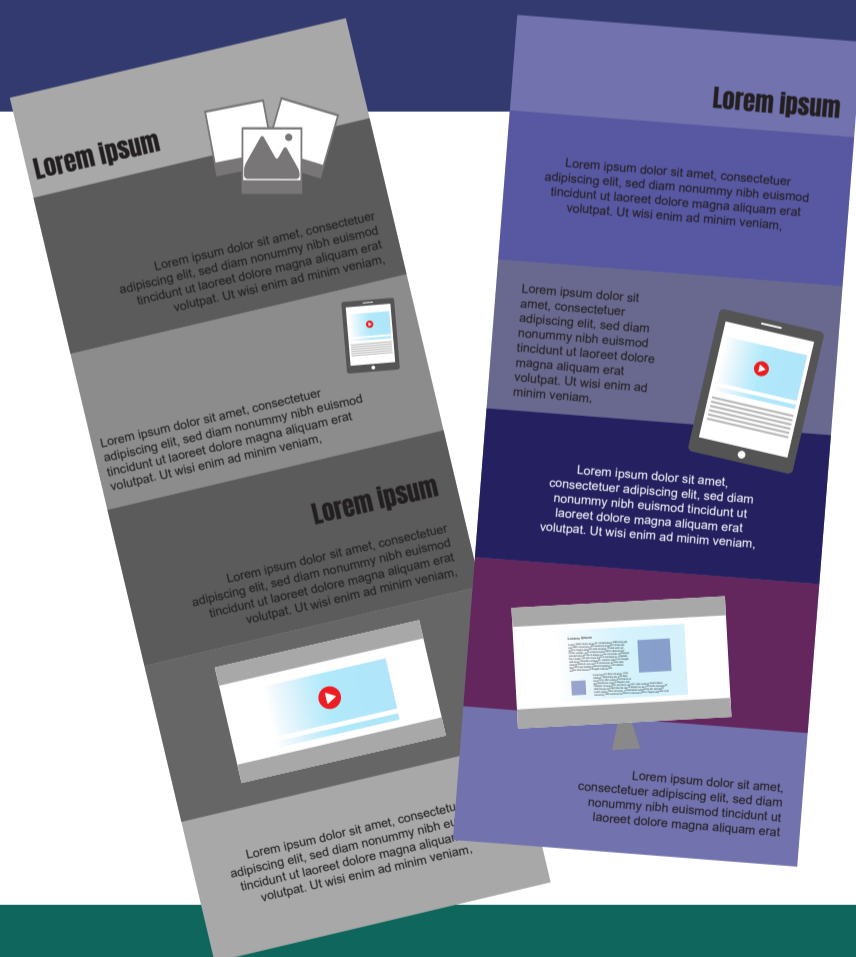
Content is always more attractive with a visual. So use images that help illustrate the points you are trying to make in blogs, enhance social posts with fun images, or include new product images on your website.

## Video

People love watching videos. It's easy to grab some popcorn and just relax while the video does all the work for you.

Video helps promotes brand awareness and boosts social media engagement. Great times to use this content format are for product demos and to add more of a personal touch to your website. Let your prospects/followers know who you are.

Podcasts, livestreams, and tutorials are all great videos to promote.



## Infographics

Infographics are fantastic when you want to help paint a clear visual for your readers and for keeping their attention.

When you have a lot of text that could be condensed into a few simple key points or a lot of data that you can put on a visual display with charts and graphs, that is the best time to make an infographic.

## Blog Post

Sometimes a good old-fashioned blog post is all you need to get your point across. If you have a lot of in-depth information to share, this is probably the best type of content for you to use.

Maybe try accompanying your text with these other forms of content to help break up the text and bring a visual to the table.

