

Possibilities and consequences of using free content

Rachid Filali 23 October 2007

What do you know about free content ?

• Introduction

Free content can take many forms depending on the type of help and assistance you want to offer to your audience like documents, downloadable, useful links, event listing and more.

But no matter what form they are taking they have the particularity to be free, which means that they can be shared and taken from other websites.

Why other websites want to share those content with you ?

Common Objective

Considering many websites have the same purpose and objectives, those content have more chance to reach a large amount of users (events, news, advices...)

- So where do you find this content ?
- What are the advantages they are offering ?
- What consequences they have on your website ?
- How to avoid them ?

• Where do you find this content ?

Internet offers many ways to find free contents but we have to consider their impact on our websites which will see further.

Here are some ways to reach them :

- Search engines
- Shared information data base
- Partners
- Portal information's
- link exchange data base

• What are the advantages ?

The advantages of using free content are evident and rapidly

Influence your website backgrounds especially when they fit to domain of activity for :

- Traffic
- Usability of the site
- Company Credibility
- Notoriety

• What consequences they have on your website ?

A very important question that we have to care about, because the consequences can badly affect your image and notoriety if we don't make the right choice of the content that we are going to use, witch going to drive all your advantages to opposite way :

- Traffic loosing
- User bouncing
- Loosing credibility
- And much more...

• How to avoid them ?

Avoiding those consequences can be very simple with some few basics that we have to know before making any choice of what content to use, like :

- Choice of our partner
- Broken links check
- Type of information we are going to use
- Making your own content (at least one per week)
- Back links to your site for external links

- Conclusions
- Selective use of free content can have large advantages
- And lead to cost savings
- but: play by the rules...