7 Step Guide to Creating a Resource Center

This 7 Step Guide to Creating a Resource Center will teach you how to organize your content on your website to help you generate more leads.

What is a Resource Center?

Resource Centers provide a simplified preview of your site content. Adding a resource center to your site will enhance visitor experience and improve your website’s performance.

A Resource Center will:

- Educate visitors, leads and customers on how your solutions can help them solve their problems.
- Help improve search engine optimization, lead generation and community building.
- Educate your audience, allow visitors to find relevant content quickly and keep visitors engaged with your website and business.
- Enables site visitors to share and spread your content.

Goal: To provide visitors with educational content in an easy to find and consumable format.

Step 1: Gather Your Content

This is the most important step when creating a Resource Center. Without content there would be no Resource Center. You need to first organize your content. To begin this process, create a spreadsheet and group it by the type of content. Your groupings may include whitepapers, presentations, videos, and how-to guides.

Step 2: Create a Homepage

The Resource Center needs to have a homepage, so when visitors click on the link in your menu they go to a page that lists all of your content. This homepage goal should be to help visitors find and understand your content by providing a brief explanation on what each piece of content is about. The homepage should also briefly explain what the Resource Center is about and its goal.

You need to list out each piece of content by category, with links that take visitors to each landing page. You should list out new and updated content at the top or side of the homepage and incorporate your new and/or popular blog articles into the homepage.
Step 3: Create the Structure

Once you have the homepage created, you need to create homepages to organize each type of content. For example, you can have a separate homepage for your whitepapers, presentations, videos, and how-to guides.

These content-specific homepages should link to each landing page, related blog articles. Use thank you pages to create calls to action that move leads through your buying process.

Step 4: Enable Social Sharing

All of your Resource Center pages should provide a way for visitors to share your content. Include all or some of the following sharing icons on your homepage, landing pages and thank you pages: Facebook, LinkedIn, Google+ or Twitter.

The thank you page sharing icons should share the landing page URL and not the thank you page URL. Here is where you can find the icons:

- Facebook Like and Send button
- Google+ button
- LinkedIn share button
- Twitter Tweet button

Step 5: Promote the Resource Center

You need to promote your Resource Center by creating calls to action on your website pages, blog and thank you pages. These calls to action can take visitors to the Resource Center homepage or to individual pieces of content in the Resource Center.

Make sure the Resource Center is in the top of your menu and each content homepage is a child page underneath the main menu heading. Incorporate the calls to action and content in your newsletter and lead nurturing email campaigns.

Step 6: Find New Content

Create a landing page asking visitors what content they would like to added to your Resource Center. This helps you create more, relevant content and provides a great way to engage, listen and respond to your community. They know what they want and their feedback and ideas will help you create the right content for your audience. On the landing page, include a form that asks for their name, company, email and content suggestions.
Step 7: Measure

It is critical to measure how your Resource Center is helping your business drive traffic, leads and customers. You should measure this on a monthly basis because it will help you understand what to adjust, add or remove from the Resource Center. Keep track of the following data points:

- Landing page conversion rates
- Visits to each Resource Center page
- Resource Center call to action performance
- Exit Rate of your Resource Center pages
- Bounce Rate of your Resource Center pages

Another way to measure the quality of your content is to ask visitors to rate your content. You can do this by creating a lead nurturing email and landing page where they can fill out a short form to rate your content by type or topic, and also give you qualitative feedback. The more feedback you can collect, the more transparent and engaging you will be with your community.