

# **The impact of website content on e-marketing effectiveness in manufacturing companies of Guilan province, according to e-trust**

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**Abstract** Today, e-marketing had a significant impact on businesses performance and develop prerequisites, including Web site has a double significance. Therefore, in this study, the impact of Web content (information, design) has been on e-marketing effectiveness. The population of this study, marketing managers of manufacturing companies are located in Gilan province using random sampling, 120 students were ed and questionnaires were distributed among them. The findings through structural equation model show that awareness and design dimensions by coefficients 0.68 and 0.59 respectively on electronic trust, as well as by coefficients 0.47 and 0.62 influence on e-marketing effectiveness. Electronic trust also impact the e-marketing effectiveness is by coefficients 0.55.

**Keywords :** Keywords: Website content dimensions, Website informational dimension, Website design dimension, E-trust, E-marketing effectiveness.

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