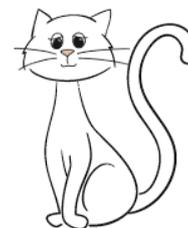


Special Report



Writing Words that Work on the Web

How to Attract More Clients

The pen has always been mightier than the sword. Now that the Web has become part of everyday life, small businesses are finding that they need to acquire or hire copy writing skills to get the edge. There are web pages to write, e-zines and blogs; as well as the traditional press releases, mail shots, fliers and brochures.

If you can write clear compelling web copy, you will attract more customers and clients to your web site. So it's definitely worth improving your writing skills. This free report from The CopyCat, www.thecopycat.net, will help you.

Take Your Time

What are goods or services you selling? What are their benefits? What is better about your product or service than your competitors? Do you know your USP? What response do you want?

Take enough time to answer these questions when you plan your communication. Always write for your audience or "ideal client". Use words that are on your customers' emotional wavelength so that you capture their attention for as long as possible.

Content is Everything

If your web site design is the Body, then the content is its Heart. Practice will help you develop a personal writing style that communicates your message clearly and authentically. The words you choose should convey your professionalism and your values.

Headlines are important

Web visitors are six times more likely to read the headline alone, than the rest of the page. Really compelling headlines entice them to read the rest of your copy.

And you can ensure better search results and hits by including key words that customers actually care about. If you don't know what these are, ask your web designer to do some research for you.

Write about benefits

Sell benefits not features. The key is to write with your customer's most important question in mind - "what's in it for me?" The only thing that *really* interests your web visitors is their own needs, desires and problems. So you must talk about what your product or service will do for them.

Keep your sentences short

The key to clear writing is writing short sentences. Use everyday words that your readers will relate to. Active verbs work better than passive verbs. Bulleted lists encourage website "skimmers" to stay and check out what you offer.

Visit the Plain English Campaign for great advice on short sentences and everyday words. <http://www.plainenglish.co.uk>

Calls to Action

Every page must include a “call to action”. When your reader gets to the end of the page, tell them what to do. For example: “Call us now on 0845 678123 for a free consultation”. 82% of visitors never scroll down to the bottom of a web page. If your pages are long, make sure your calls to action occur regularly within the text.

Hiring a Copy Writer

Too busy to learn copy writing skills? When you’d rather be out promoting or delivering your services, it pays dividends to hire a copywriter.

One of the best ways to improve traffic to your web site is to have a revamp of your home page by a professional copy writer.

Get Online Faster

If you’re planning to launch a web site, don’t waste time endlessly writing copy. Ask a copy writer to provide you with compelling copy that attracts more clients and gets you online faster.

Contact Us for More Information

Contact The CopyCat on ask@thecopycat.net or call us today on 01244 678850.

For Words That Work for You on the Web

www.thecopycat.net