

Web Site Design

S.O.E.

Internet Marketing

E-commerce

Web Development



Develop and Promote

Web Sites that get you results

78 Beech Road,
Branston,
Lincoln
LN4 1UZ
Company No 6501467

T (01522) 822520

M (07743) 786124

www.developandpromote.co.uk

VAT No. 926 9763 72

Good Copy

Why do you need Good Copy?

Writing and preparing content for the Web requires a different approach from writing and preparing content for printed documents and publications. In addition, writing copy for the Web that grabs attention and gets the results you want takes special skill and attention, whether you're trying to sell products or services on a business or commercial site.

Research shows visitors read about 20% of text on a webpage, and at most 28%. This links into the 8 second rule that we have discussed in previous articles. When most people are surfing, generally you have 8 seconds to grab their attention.

What is the difference between web and print?

Writing for the Web versus print, include the importance of keywords for search engines. With your text on your web page you need to include the keywords in the meta tags from the page. The higher the percentage, the higher the relevancy of your rankings within search engines.

Books and printed media have a clear narrative versus actionable content on web pages.

Clear purpose

The first page of your web site must have a clear title and description, which immediately states what your site is about.

You must include a clear benefit of your product or service in your description. For example if you are a web design company, your title may be "How to Build a Web Site That Sells". Your description may be something like: "Let us save you precious time and hassles, by designing a professional web site that WILL sell your product or service". Realise many others may be competing to sell the same product. Focus on something unique you may have to offer, that stands out from your competitors. Don't recklessly jump in – you will waste a lot of time and money. This is the number one reason why many entrepreneurs give up so quickly.

We work with each client individually to find out what you want to achieve from your web site and specific to your business. We help you develop targets for your return on investment and cover all the options to achieve it from our [marketing packages](#).

Build a relationship with potentials

Selling products and services takes a far more persistent approach than if you are just providing information. But more importantly in good content is making a point. How many sales sites have you seen that just go on and on, usually about nothing? We all hate that, yet we've probably all done it too.

We work with our customers to find something that opens up the door for some communication. This calls upon our creative skills to come up with an imaginative approach. This can be as simple as give free stuff away or a report. The trick is to make it valuable to potential customers and yet not much cost to the business.

We come up with ideas from working very closely with you to understand your business.

Spelling and Grammar

Bad spelling and grammar can destroy the professional effect of your web site. Don't just use the spell checker for correcting your copy. Read through it yourself several times or get a professional proof reader to check your work before you launch your site for the world to see. We check over the text several times with each client before we have it read by our in house expert.

With a clear purpose and layout to your web pages, your visitors will easily find the information they are seeking, rather than your competitors. Doing this, will help to increase sales from your web site.

How can we help?

When we design each web site you will get a weekly summary statistics report and have logon details to see detailed reports, from length of time on the web site to which search engine they used. If you require any specific reports just let us know. This is standard with all our web sites but if you are not with us at the moment just give us a call and we can advise you on the best way to set this up for you.

Useful links

Plain English campaign – <http://www.plainenglish.co.uk>

Call Develop and Promote on 01522 822520 to get some help.