

Subject: Five ways to add "wow" to your website

CopyBard INC.
Write on target.



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A Monthly Dose Of Communications Caffeine

June/2009

Welcome to your monthly communiqué from me, the CopyBard.

Well, it's finally heating up -- both the marketplace and the weather. But what about your website? Has it got sizzle? Does it draw customers in and keep their pulse pounding? Here are just a few snappy tips on boosting your online attractiveness.... from a copywriting perspective.

Five Ways to Add "Wow" to your Website

I. Know your Audience

Before you leap into your favourite list of company benefit points, take a moment. Ask yourself who are you talking to? What does your online audience know? What don't they know? What do they need to know? Craft targeted "jargon-free" language that reaches out to them meaningfully -- and even stops them in their tracks.

II. Use Half the Copy

79% of people scan rather than read websites. That's why keeping it short and sweet with bulleted lists and strong subheads is the way to go. Use the inverted pyramid method with your key selling points bold and upfront. And take note: effective websites use half the word count (or less) of offline media.

III. Answer the "Why" Question

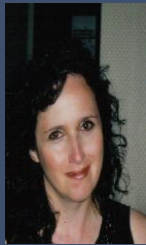
Why should they click through? Why should they buy what you are offering on your site? And why should they do it now? Effective sites answer these questions powerfully and let visitors know compelling reasons why their company is different - right on the home page.

IV. Update Content Regularly

Wonderful things happen when you update your site on a regular basis. First, your visitors get accustomed to exciting new things from you and begin to come back more frequently. Second, Google and the other search engines index the new pages and rank you higher in their listings.

V. Call them to Action

Ok, so you've got their attention. What's next? Effective websites incite their visitors to action with a compelling message or offer. And they do it not just on the "Contact Us" page, but throughout the site. Create urgency... and make it easy for them to respond to you.



Recessionary Times Call for Strong Marketing

And no, this does not have to cost a lot. A seasoned and swift communicator like myself can economically:

- **Update your web content**
Refresh your information and reinforce your message
- **Create a corporate brochure or sell sheet**
Announce your new product or service
- **Generate buzz**
Write a newsworthy media release
- **Craft a quarterly client newsletter or a monthly business blog**
Stay top of mind and increase traffic to your website

Interested in a FREE Half Hour communications review?

Just ask me.

Learn more about CopyBard Writing Services. www.copybard.com
Or call Laura Ranieri at 416-738-2679 - or [email me](#) - for a competitive hourly
or per project quote.

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