

Chapter 5 - Creating Exceptional Copy that Sells

97 Content = first area to consider in improving site
F. Understanding the Elements of Effective Website Copy
Everyone's a skeptic on the web

My job, as Website owner + producer of copy
= prove to visitors I'm worthy of learning their bus.

98 A. Writing headlines with a Hook

Have 5 seconds or less before visitor decides

1st line of copy on page needs to convince
visitors they've arrived at the info page they seek

Headline = easiest way to do this

Conversion Rate = % of visitors that take action
vs. leaving Website: phone call

completing contact form
walking into retail store
buying online + shipping out

Headline has 1 purpose - get people to read more!

Be intriguing + inviting

Prove to visitors they're in right place

May be most challenging part of copywriting process

Use author's online line to help

1. Point browser to actionheadlinecreator.com

2. Answer 4 questions on form + click Generate now

3. Save generated headlines for editing + future use
by exporting to Excel: Date Tested, Results

Download as CSV + send to self by email

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4. In Excel, massage words to fit

5. Save Results for future use

Questions used:

1. What is main benefit of your product/service
2. What duration of time before results achieved
3. What's main feature your p/s provides
4. What pain is relieved as result of using p/s

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Format + place headline on page -

give it prominence

make it fit aesthetically

1. Center it
2. Put headline in different color - Red, Blue
3. Make font-size 24 times larger
4. Don't use punctuation at end unless?

B. Proving you're a real human being

We buy things from people we know + trust
Web site + app. to start a relationship
+ build on it

1. Write from the heart not from the dictionary
2. Add a good photo - professional studio produce
3. Introduce yourself + your product - video + audio
animalbehaviorassociates.com

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Decide - play automatically or by button - test it!
automatic with stop button

4. Encourage contact by phone, email, live chat
5. Describe with a story - how you were ^{visitors} misperception
Get people engaged
6. Display your longevity + commitment to an industry
Patricia Fripp - Fripp.com

C. Proving your solution does what you say it does

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1. Use testimonials in your website copy

Video - best: customer tells how your p/s helped in his specific situation.

Printed - only believable if include ^{first + last} name + city/state

Need authorization for this!

Help customers decide what to say with checklist

a. Your name + Website address

b. Why you attended/purchased product

c. Your result

d. Strong recommendation for others in similar position to attend next time/buy now

e. Repeat your name + Web address

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2. Provide links to letters of recommendation

1/16/12 4:10 am

Formally written, on company letterhead with signature of person = exceptional

www.thinklikeaspy.com/lor/LFG.pdf

scan it as pdf or jpg, upload to Web, add link to it

3. Share that you've tried similar products

Know your competition + quality of their p/s

Buy it! enough so you know yours fills gaps

4. Show that no competing product is as easy to use

Nowadays, people want speed of implementation + results

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5. Describe the product's popularity

They're missing out - your product = used by many!

Tip - Creating Video - watch internetvideoguy.com

used camera, tripod, microphone, Sony Vegas Movie Studio

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Providing clear and easy calls to action

Make it easy for visitors to take the next step

1. Display phone # in plain view on every page
2. Use diff. szs of links + buttons to order forms
3. Test diff. text on links + buttons

Monitor which brings best results

- a. Use Google Analytics - tracks path visitor takes
- b. Split (A/B) Testing during Google AdWords campaign
4. Keep links blue + underlined. Use variety of graphic images
5. Try putting form at end of page vs. linking to another
6. Reduce # of distractions

Tip - add red border - turns green when mouse over

II.

Driving Sales with Landing PagesLanding page = first page of site that visitors see

3 most popular types - used to capture wide range of visitors and/or receive targeted traffic

create topic-specific pages + drive traffic to it

A. Creating educational content pages

1. Fast + easy, very short
2. Enjoyable to read cuz they focus on 1 specific topic
3. Attractive to search engines cuz heavily optimized for specific keyword
4. Opportunity to show you have solution to problem that's more involved than they think
5. One of least expensive ways to catch a large net to attract wide variety of visitors in a short amount of time

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Key tasks involved in creating educ. content

1. Research where the traffic is

Find what exact phrases people search for
Free keywords: wordtracker.com

With Google AdWords acct - get search count by mo.
+ graphical report of how competitors
- advertising for that keyword phrase

a. Create headline that begins c search words

b. Use exact keyword phrase for title + file name

2. Introduce the problem - paragraph of 3-10 sentences

3. Suggest what reader can do NOW towards a solution
Add 3-5 bulleted points

4. Add a summary paragraph - not over 45 sentences

5. Explain how you can help

6. Introduce yourself - 3-5 sentence signature line

7. Link to educ. content page from other pages

Put link on traditional sitemap + Google Sitemap

Remember: article is something you write for
someone else's web site

= 400-600 pag words

often references other web sites or sources

Content pages - raw + to the point.

Designed to showcase on my site

Tip - Benefits of bite Maps - display link to all pgs
simple way to find anything

Easy way for search engines to find imp. pages

text-only links

Google Sitemap - alert Google of any changes

to tell Google
when you change
pages.

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B. Building your opt-in e-mail list with squeeze pages

Squeeze page = short & simple

add additional content only if you request
by providing an e-mail address
convert more visitors to opt-in than homepage
= great way to accept targeted traffic for
specific topic & inspire visitor to register

Commonly over 20% of first-time visitors sign up

1. Great headlines are critical
2. Show good photo of yourself - 1 conversion rates
3. Write as if you're talking one-to-one
4. List benefits to opting in - what will they get
5. Promise to give something away after sign-up
6. Keep it simple - 2 fields on subscription form

Name and Email Address

opt-in = 1-sided agreement

≠ permission to barrage with email!

ex. marketingmakeovergenerator.com

C. Providing all the facts thru sales pages

Sales page has 3 purposes

1. educate visitor with facts about specific p/s/event
 2. give reader enough facts to make informed ^{buying} decision
 3. provide mechanism to take next step in buying process
- = designed to convert readers → paying customers
ex. sourcemedicalequipment.com
= variety of shapes & sizes - give just enough info
to allow making an educated decision

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- 112 Components of sales pages
1. Main headline
 2. Description of problem - why msp. to resolve
 - 113 3. Accurate + descriptive content that describes how your product will solve problem
 4. Proof that item does what it appears to do ^{you claim it does}
 5. A way to take immediate action

III. Writing Copy that sells, using CONVERT ME Formula

Conversion = visitor converted into paying customer

- C 114 A. Captivate visitors with headline that hooks
- 115 Watch your bounce rate - % who leave
- D B. Offer reinforcement for headline - place testimonial right under headline
- 116 Better yet - endorsement from celebrity or ^{recognized} authority
- N C. Now address your visitors personally
- Use typical, letter-style formatting
- V D. Validate some facts - show industry % more money or time something fast + easy
- E 117 E. Expose your solution - use solution phrases
- Clearly define problem solver + how it works
- Use bullet points + highlighting
- R F. Recapture their attention
- More rapport building - It Worked for Me
- T 118 G. Test for action - offer more testimonial
- Use a sub-headline - Click Here to Order Now
- Learn more about dog food
- Pick up phone now & call... for your special product

118 H. Motivate by adding value + urgency
 Put them at ease with a guarantee
 But wait! There's more!

119 Show your offer is worth the purchase price
 Add time sensitivity

I. Emerging visitors to buy
 Suggest a specific action

120 Sign your name or use initials

Add 3 post script messages PS, PPS, PPPS

Remember - include in Website

Terms of Use page

Privacy statement

Disclaimer page - if product has potential of
 improving one's financial or health status