Writing for the Web:
Saving Clients From Themselves

The basics of Web Writing, SEO Writing, and why you should <u>never</u> put your client's brochure on the web!

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What's Wrong With Putting My Client's Brochure On Their Site?

- Most brochures are a 4, 6, or 8 panel ad. So what?
- People don't care how much you know until they know how much you care.
- "I, Me, My Syndrome."
- Corpspeak
- The five words that guarantee a web site will never generate any leads
- All websites are about sales or lead-generation

Why is Writing For The Search Engines Important?

- 70:30 to 80:20 split in favor of organic vs. paid search

- How the 23-34 age group uses the internet

- Keywords, anchored text and relevant content

- SEO basics – meta tags, URLs, alt text

- Clean HTML

Every Page With Text Must Have a Headline!

- You have 3 seconds to grab people's attention
- Think billboard
- How will people know where to start on the page if you don't tell them?
- The four keys to a powerful headline

Write Scannable Copy

- Use bulleted lists
- Highlight keywords with **bold**, *italics* or <u>underline</u>
- Write meaningful sub-headings, not funny or clever ones
- Present one idea per paragraph
- Use the journalistic inverted pyramid
- Use boxes to feature testimonials, anecdotes or case histories

The Power of Testimonials

- The first screen of the home page
- Reinforce selling copy
- Right before you ask for the order
- In the confirmation email
- Identifiable source

Use Emotional Words

- Anger
- Exclusivity
- Fear
- Greed
- Guilt
- Salvation

Don't Use Corpspeak or Technospeak

- You're selling to people, not corporations
- Language only a lawyer would love
- Write in a conversational tone

Close With a Call to Action

- ■ People Want To Be Led
- ■ Call To Action
- ■ Make It Clear

Value-added Service

- Search Engine Optimization
- Powerful Web Writing
- More information at
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Free download on my website:

The Six Most Powerful Questions In Web Writing