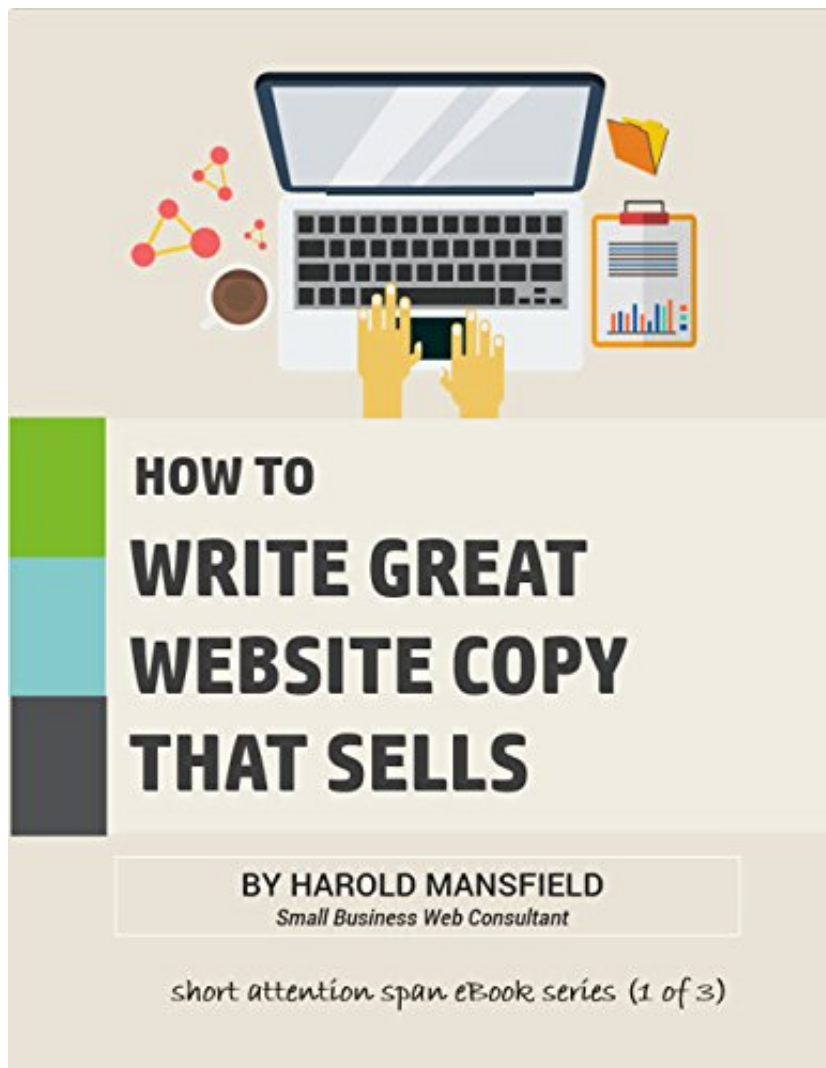


How To Write Great Website Copy That Sells (Short Attention Span eBooks for Small Business Owners Book 1)

by

Harold Mansfield



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Synopsis

Proven tips, and best practices for writing website copy that increases leads and boosts sales"How To Write Good Website Copy That Works" guides you through the fundamentals of creating the kind of web copy that targets your market, cultivates leads, and promotes your company, on your website and across the world wide web.TABLE OF CONTENTS1. How to create an awesome elevator speech::2. Planning and writing your pages::3. Search Engine Optimization::4. Writing for people/Get to the point::5. Common mistakes to avoid::Filled with supporting documentation, and links to a ton of free images and copy writing resources that will help you write and create marketing materials well into the futureUpdates4/7/2016 - Added additional tips and best practices for structuring your website's navigation menu.

Sort review

From School Library JournalGrade 4-7–In this sequel to *Peter and the Starcatchers* (Hyperion, 2004), trouble arrives at Mollusk Island (otherwise known as Never Land) in the form of a ship filled with nefarious characters searching for the trunk of starstuff that the Starcatchers spirited away in the first book. When the bad guys, led by nonhuman Lord Ombra, learn that it is in London, they sail off in pursuit, and it takes the combined efforts of Peter, Tinker Bell, and Peter's friend Molly's Starcatcher family to ensure that it is returned to outer space before Lord Ombra can use it to rule the world. Kids won't have to have read the first book to dive headfirst into this one; it is filled with enough rollicking, death-defying adventure to satisfy anyone. Readers familiar with James Barrie's *Peter Pan* (or even the Disney animated version) will immediately recognize and enjoy familiar characters, but it is when the action switches to London that the plot really starts to sizzle. Breathless chases and near-death experiences are spiced with a miasma of Dickensian squalor, creating scenes that are rich in color and action if short on in-depth characterization. This should appeal to fantasy and adventure fans alike.–Eva Mitnick, Los Angeles Public LibraryCopyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to the hardcover edition.From BooklistGr. 5-8. In this second prequel to the adventures made familiar by J. M. Barrie and Walt Disney, which builds on the events of *Peter and the Starcatchers* (2005), two veteran writers for adults do not disappoint. Sustaining the first book's lively pace are short chapters packed with action and well-chosen details--both icky (Peter and the bucket of excrement!) and marvelous (the pitch-perfect sound of Tink's exasperation). An evil force is once again trying to obtain starstuff, the magical substance that, among many other qualities, enables Peter to fly and to remain eternally youthful. Peter must visit London to help his friend Molly and her family of starcatchers, leaving the boys on Mollusk Island at the mercy of Hook. Squalid London streets, aristocratic mansions (one of which houses a young George Darling), and even Stonehenge make atmospheric backdrops for bouts with pirates, wolf packs, and a deliciously creepy villain who steals souls

from shadows. Readers will relish the chance to further explore the backstory of a favorite childhood tale, and hope for a third installment. GraceAnne DeCandido Copyright © American Library Association. All rights reserved --This text refers to the hardcover edition.

About the Author Dave Barry is a Pulitzer Prize - winning author of more than a dozen books, including Dave Barry's Money Secrets; Dave Barry's Complete Guide to Guys; Dave Barry Slept Here; Big Trouble; and Dave Barry Hits Below the Beltway. Along with Ridley Pearson, he is the co-author of Peter and the Starcatchers, Peter and the Shadow Thieves, Escape from the Carnivale, and Cave of the Dark Wind. Ridley Pearson is the best-selling author of eighteen novels, including The Kingdom Keepers; Cut and Run; The Body of David Hayes; The Diary of Ellen Rimbauer; Beyond Recognition; Parallel Lies; and No Witnesses. He was the first American to be awarded the Raymond Chandler/Fulbright Fellowship in Detective Fiction at Oxford University.

Greg Call studied graphic design at the Colorado Institute of Art in Denver. After graduating in 1983, he worked as an Art Director at the Colorado Institute of Art until the desire to do more illustrative work found him in Pasadena, California, attending The Art Center College of Design. Upon graduation in 1988, he began working freelance for clients in music, entertainment, and publishing. Greg has been recognized for his work repeatedly, including awards from the Society of Illustrators and Addy awards among others.--This text refers to the hardcover edition.

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Introduction
"The average human attention span...is 8 seconds." – Microsoft
According to a 2015 Microsoft study the average attention span online is 8 seconds. Less than that of a goldfish which is 9 seconds. This means that your message is more critical than ever. As a business owner your most important job is to clearly define and communicate your company's purpose. Doesn't matter whether you've hired a website designer, or are using a DIY website builder, the words on the page still need to come from you, and they need to be compelling. No one knows your business and it's messaging better than you do. This short lesson will teach you the basic fundamentals of writing and executing your message effectively on the world wide web including how to...
Target your market
Promote your products or services efficiently, and effectively.
Use calls to action to boost conversions.
Let's go!
How to create an elevator speech
"Simplicity is the ultimate sophistication." - Da Vinci
Back in your grandfather's day the premise of the elevator speech was that you were in an elevator with someone and only had a few seconds to tell them who you are, and what you do before the doors open and they walk away forever. Online your elevator speech is the foundation of all of your marketing and communication. When properly structured your elevator speech can also include your qualifications, and speak directly to your target market. If you can't communicate this clearly in person, then you also aren't communicating it well online. Many business owners discount this critically important exercise. They'll swear to the high heavens that they've mastered something so simple, and yet when executing it in person or online they blow it, stumble around, and ramble incoherently as if they've been caught off guard. If someone asks what you do and 3 minutes later you're still talking without having been asked any questions, trust me they stopped paying attention 2:45 ago and now don't remember the first 15 seconds. This is true in person, and online. The goal in the elevator isn't to make an immediate sale, it's to quickly and clearly plant yourself and what you do in their minds, or your card in their hands. However, online there is no personal interaction, no immediate feedback, and no card to hand out. Online you have to get them from one step to the next, and eventually to your call to action using nothing but the written word, images and design. Having an awesome elevator speech is critical to establishing your core messaging on your website pages, social media profiles, and even offline assets such as brochures and other print materials. You cannot move forward until you get this down. I've written an earlier article on the elevator speech with examples, and an easy to follow exercise that will help you quickly create yours. Click below to read and bookmark the article. Writing

pages that sell"Copy is a direct conversation with the consumer." – Shirley PolykoffNow that you have your core messaging (or elevator speech), you're ready to build on that foundation to present your awesome business to the world, and on your website specifically.Here are some basic writing tips for all of your website pages, as well as other marketing materials and profiles across the web.▪ Speak directly to your perfect customer or target audience.▪ Get to the point. Don't speak in abstracts. Don't merely sell a service, sell your service. ▪ Don't assume anything or that people will "just know". They do not.▪ Customer service is everything and it should show in everything you write, and your marketing in general. ▪ The web is a directory of niches. You can't be everything to everyone. Get in where you fit in and find your niche market.Let's move on.

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Peter and the Shadow Thieves (Peter and the Starcatchers Book 2) Peter and the Sword of Mercy (Peter and the Starcatchers Book 4) Kingdom Keepers (Volume 1): Disney After Dark Kingdom Keepers: The Return Book Two: Legacy of Secrets Kingdom Keepers The Return: Disney Lands

What people say about this book

Jack Frasier, "Very short good content. Had some good info. I hope I didn't pay more than 99 cents for it, though. It did come with a lot of useful links too"

biscuitstix, "Informative. Good and informative, but is essentially a long blog post. Good links in the back though. Also a good reference point to return to once in a while."

Ron Giovanni, "What a great book! Very well written and extremely helpful. What a great book! Very well written and extremely helpful. If you need help with writing copy, this is the book to read! Katharine C. Giovanni, author of "Rainbows and Banana Peels" and "The Concierge Manual"

The book by Harold Mansfield has a rating of 5 out of 4.3. 4 people have provided feedback.

Introduction How to create an elevator speech Writing pages that sell Search Engine Optimization Congratulations! Conclusion Helpful links, resources and freebies Free image resources Additional 'Do it yourself' Resources About the Author

Book Information

Language: English

File size: 2551 KB

Text-to-Speech: Enabled

Screen Reader: Supported

Enhanced typesetting: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Print length: 38 pages

Lending: Enabled

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