FlyingVee
digital marketing ltd

Finding the right words to say

The internet is about words. Converting traffic on your website comes with how well you communicate your words.

Whether it's searching on Google for a website, company or solution to a problem, the better your word selection the faster you find what you want. In the same way, a website that chimes with **your** search words is the one that gets found.

And that's where many companies miss out. This is not about being sluggish or lazy about how you're marketing your business but more about a lack of appreciation of the power and importance of the words you use.

Writing the right words takes practice and constant trial and error. Copywriters who translate the essence of what you do (on your website) into words that prospects buy into, are worth their weight in gold because they make you look more professional with the added gravitas of understanding which prospects want to see highlighted.

We know that website clarity trumps persuasion every time, so if you want people to stick on your web pages (increasing your conversion rate) give them your value proposition straight up and don't bury it in the paraphernalia that supposedly drives Google wild. Yes, optimising for Google is essential but don't **turn off** potential customers in the process.

Why is clarity so important – well, you're business / website is vying with competitors for attention and if your proposition isn't crystal clear and easily grasped, it won't distract those prospects you know are interested.

People often tell me that it is difficult to figure out what your typical prospect wants from a website as they're all so different, yet it is strange how similar prospects "wants" actually are – yes they come in different hues and degrees of urgency but what they want to know is:

What can I see here that **convinces** me you're the one to deal with?

Subtext:
Are you good enough to keep me interested?
Is what you do really going to deliver at a price I want to pay?
Will I get what I want out of it and can I achieve this in a way I understand?
Can I get better elsewhere?
and so on...

These questions trigger emotional responses that determine the likelihood of a conversion so do you really think they're interested in the appointment of your new finance director or charity event. Great if they're already customers but suicide if they're coming to you for the first time. Just answer the b*****y question!!!!!

One more thing, the type of copy that works for offline brochures and magazines, won't cut it online where you tell them immediately what they want to hear, in short, sharp, 100% relevant text. You can go into more depth in the sub pages.

It is all about the words – content, video, email, RSS, tweeting, blogging, whatever, so to find your online voice why not email me at **gerryw@flyingveemgt.co.uk** or call:**01925 262800**.