

5 Web Copy Secrets to Hook Your Audience and Sell Your Books!

The key to a profitable website is clarity, single purpose and moving your visitors from landing [page] to action. Web surfers have Ultra-Short attention spans. Too many choices and options confuse. When visitors get overwhelmed or confused, *Click*, they're gone!

Here's how to craft web copy that pulls surfers in and generates results for You:

1. **Decide: When a Visitor (Your Target Customer) Lands On Your Website, What is THE Single Most Important Thing You Want Him/Her Do?** Do you want your target customers to buy your book? Join your e-newsletter or e-zine? This should become your site's main purpose and design. You can present more than one action step, but design your copy to support and drive results to achieve your main objective.
2. **Craft ALL Your Copy to Support Your Main Objective and Drive Your Visitor's Into Action To Meet Your Objective.** You can present your other objectives by adding an icon on the nav-bar.
3. **Use a Headline to Hit Your Visitors In The Eyes With Your Main Purpose.** Your headline is similar to a Magazine Cover or Direct Mail Sales Letter. You have *at best 3 seconds* to grab your visitor by the neck and convince him to read on, So Hurry Up. Your headline's goal is to "inform" the visitor that you/your site will deliver what they want and compel them to read more – spend more time on your website and ultimately make a purchase. 7-10 words or less and use action words. Present a crystal clear and action-packed message so your visitors immediately grasp the benefits your website offers. Place your headline right below the banner and on top of the homepage copy.
4. **Limit Your Homepage Copy to 250 Words Or Less and Ideally 200 Words.** Use 2 or 3 concise paragraphs. Put your main theme and purpose in the first paragraph – the first two sentences. Grab their heart and mind Fast. Your copy should draw the reader in, build trust and credibility and result in their spending more time on your website and ultimately making an initial purchase and then repeat purchases. Many authors write about themselves, but in my web marketing experience, you'll be more successful when you write about the benefits you and your site will deliver to your visitors. What benefits do you offer?
5. **At the End of Each Piece of Copy, Article, etc., Add a 3-5 Word Phrase that Moves Your Visitor to Your Next Page in Your Purchase Sequence.** This could be your product description page, book review/blurb, ezine sign-up page/form or shopping cart. I prefer the phrase: "For more information about _____" click here (and add a live link to the relevant page). All roads should lead to a signup or order page.

Above all, be crystal clear in how you present your message and make it super-obvious what you want your visitor to do. Then craft your website's design to support your goal and lead your visitor to the promised land: your e-zine signup or shopping cart page.

Eric Gelb is a copywriter and book marketing expert. He has self-published 5 books and in total, his publications have sold over 57,000 copies.

For more information about Eric Gelb and his copywriting, visit www.PublishingGold.com or call him at 914.260.1027.

Copyright 2009