

Secrets of Copywriting for the Web

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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Some Quick Notes on CopyWriting

I am just going to be brutally honest with you right off the bat here – if you are just getting started online, your time is far better spent learning how to generate traffic, build a list, and create great products, than try to learn to write good copy.

Until you can afford \$500 - \$10,000 for someone to write good copy for you – use a sales page template.

Also, no matter how good the copy – tweaking it as a result of testing will usually improve the conversion rates.

No matter how good someone is writing copy – they simply do not know everything that goes on in every prospects' mind – and depending on the source of your traffic, even that can vary from time to time.

So you simply have to test and track everything that you do – and especially with copywriting.

Checklist for Online Copywriting

Writing a winning sales page is a formula. To be sure, you have to insert the variables of your customer's characteristics and your product or service features, but it's a formula. The formula has eleven points. Make sure your sales letter contains every one of them.

1. Keep it simple and direct – focus on getting the order. Don't distract the reader with useless information, other offers or advertisements. Give them your entire attention.,
2. Get their attention. Give them a headline that speaks to a positive result in reading your sales letter.
3. Explain why you're writing. Be clear and direct. Tell the reader why they're getting this email. Make it beneficial.
4. Tell the features and benefits of what you have to sell. Don't even think about putting a feature without a benefit. Note: all benefits boil down to "save time and save money."

5. Add credibility. Use real testimonials or real lists of customers.
6. Add Comfort. Show the reader how they cannot make a mistake because of your money-back policy, your guarantee, or your long history of customer satisfaction.
7. Make it Urgent. Tell your customer to order now. Right now. If needed give them deadline – e.g. this offer is only good until the end of the day/week/month.
8. Ask for the Order. Plain and simple.
9. Affirm their decision – e.g. You'll discover that this is best decision you've made in years.
10. Tell them exactly how to order. Step by step. Don't leave anything to chance; don't leave anything out.
11. Just for good measure, ask for the order again.

Make sure your sales page does these 11 things and you'll have a winning sales page.

Tips and Tricks for Copywriting for the Web

Copywriting for the promotion of a web site/product has been long a tedious and difficult job for many. But with the application of a little common sense and some out of the box, unique or sometime peculiar thinking you can actually master the art with ease. Let me take through the following tips to get you closer towards understanding the simple concept.

1. You are out on the internet and trying to make someone see your web page/product. This is your eventual goal. But if you get this the main motive of your article you will fail miserably. You should stress upon the uniqueness of service offered by the web page rather than the just repeatedly talking of their visiting to web page.
2. The use of the words in the article plays an important role in wooing them into your web page. Politeness in some cases and kindness in some will do a lot of good. Remember that saying "you will have to buy this if...." is rude, instead make it "you will be amazed if you try it once...."

3. Make your article "short and sweet" because the readers don't like to read a long one even if they are free. The compactness and concise way of telling things makes you get ticked ahead of others.
4. If the product requires you to write a long one, then intro, description, final words format will help. You should be writing the article such that if you read one paragraph you are induced to read the next one. Provide suitable headings when necessary.
5. The review like testimonials for the product also will help your cause. The people out there will believe your text once they get into a mind set for believing you, which you should make happen from the first few lines of the writings.
6. The promotional product should be there but should not be there! The advertising manner of writing should not be explicitly given by you. Instead you refer to the product as another consumer who just has obtained nice results from the product.
7. The target audience should be much carefully chosen and article should be mainly focused to woo them. If you write for a workshop tool, you need not fear that a laymen cannot understand the technical details you are writing, instead you have to get everything that he needs and can know about the product but also the technical details that the real professional searches for in the text.

Writing for the Web is Different than Print

Writing for the Web is different to writing for print, due to the different way people tend to read on the Web. They do not read a paragraph, but scan down a page, sometimes only the part they can see on their screen, until they find something that interests them.

Unlike a book, newspaper or magazine, an internet reader will frequently judge the ability of the page to provide them with what they are looking for in a few seconds, and then click away. You therefore have a small amount of time in which to keep your visitors, or you will lose them for ever.

Let's assume that you are writing for a website, and not an article or an e-mail. Articles and e-mails have their own specific requirements that are different to how you would approach web page content. People access the internet to have a question answered, or are looking for a specific item. If your site does not immediately satisfy their needs, then they will look elsewhere.

Your landing page, which is statistically your home page for the vast majority of your visitors, must contain killer content that fixes the attention of the reader immediately. It should start with your heading which must compel them to remain and check out the rest of the page. Check out the many sites on the internet that teach you how to write compelling headings and titles since that could be the most important content on the page. A good heading could use, for example, 'they laughed' as a beginning. You can do a lot with this, such as

“They Laughed When I Said I Learned to Play in 2 Weeks - Until I Started Playing!”

It will be noticed in the few seconds that a visitor will spend checking out your site, but it will also help if your text layout looks attractive to them. Just the look can make the difference, and a visitor can decide yea or nay without reading a single word. An attractive web page consists of a series of short paragraphs containing between two and four sentences of no more than 20 words in each. Your words should be simple and direct; there is no place for fancy vocabulary on a web page.

There should be no long tracts of text that could put them off reading. A few headings, offering them meaty information on the topic of their search term, followed by three or four lines of text, will look more attractive to a scanner than a paragraph of twenty lines or so. Your home page, or your landing page, should provide summaries of the content of the rest of your website, and links to individual pages.

Write exactly to the point. State clearly, in simple words, what you have to say then stop. Back up your text with diagrams or graphics where appropriate, but steer clear of flash graphics that take an age to load. Your visitor might leave before your fancy stuff is showing on their screen.

Write to the reader as an individual. Readers respond well if they feel that you are addressing them personally, so use the word ‘you’ and give ‘I’ a miss. They are not interested in you. They want to know what you can do for them. You must never leave your reader wondering what to do next. Always give them an option of clicking for more, filling a form or placing an order. Don’t let them leave your website with leaving at least an email address.

It is better to write in a conversational style than formally. Imagine yourself speaking to your visitor, then write down what you would say. Check it over and make sure that you are writing exactly what you are trying to convey. Leave no room for misinterpretation. Your writing must not be ambiguous. Keep it short and in small chunks. Remember that they will be scanning your page, not reading it.

Think on what the goals of your visitors might be. Keep in mind that they will have reached you through a keyword that the search engine has computed your web page to meet their needs, so their goal will be to find more on the information provided by the content of your page. In other words, what you are writing now!

Keep natural, stay friendly and write about the content of your website. Use a good headline or title and write in a series of short paragraphs with good headings, and you will soon be expert at writing for the web. Remember, the bottom of your reader’s screen is the fold in their newspaper. Use that to attract them and keep them on your site.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren’t more people doing it?

Actually, they are: significant incomes are regularly made in copywriting.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize