

"5 Facts That Will Have You Re-writing Your Web Site In A Hurry!"

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**"5 Facts That Will Have You Re-writing Your Web Site In A Hurry!"**

**By Aran Kay**

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Do you know the differences between writing copy for the web and writing copy for print?

Some of the answers will go against your intuition and against cultural norms. But, these facts detail how people read on the web.

There's no use in arguing against them.

Instead we should embrace them and use this knowledge to our advantage. Here's what the facts are and how they're going to affect your website.

1) Where Do Eyes Go First When Your Homepage Comes Up?

Contrary to what you might think, it isn't towards the graphics or photos like in print advertising. Instead your prospects eyes will first go to the copy. Specifically your headline and sub-heads. Therefore, your first chance to engage the prospect is through copy. Not graphics.

Seeing as most web users look at a web page for only 3-15 seconds before deciding whether to stay or move on. The fact that they look at copy first has massive implications for your website. Fancy graphics won't make a prospect stay on your website. But a really strong headline and strong sub-heads will.

2) How Much Of Your Copy Do Users Actually Read?

The fact is that online users, on average, read 75% of the length of any given page. This is big news because most web pages will have the important conclusions, calls to action, and order information on the bottom 25% of any given page. That's a big no-no. Because it will never get read.

You have to have your call to action and order information presented early on your web page to ensure it gets read.

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### 3) Why Do Most Banner Ads Produce Poor Click-Through Rates?

1.25 seconds. That's how long an average user will look at your banner ad. That's just enough time to perceive one image or 6 words (based on college student's average reading speed of 350 words/minute).

Therefore, banner ads that have animation, taking 4-5 seconds to run through a cycle, or more than 6 words must be reconsidered. However, if you really must keep your animated banner ad because "it just looks so cool!" I would suggest that you at least keep your company logo visible throughout the entire animation sequence.

### 4) Why Is Reading Online More Frustrating Than Reading Print?

Turns out that reading from a computer screen causes a person's reading speed to slow by 25% when compared to reading print. That means reading long copy can be very frustrating online. Break up the copy to help users through.

Have a few one line paragraphs.

Use headlines and sub-heads to summarize information. So users who are tired of reading word-by-word can quickly scan the rest of your document.

### 5) Are Your Web Page Users Not Getting The Whole Picture?

If you haven't made your web page truly scannable, prospects to your site may only be getting part of the sales message. Only 21% of online users read word-by-word. The other 79% scan a web page headline to headline. Sub-head to sub-head. Picking up only the larger, bolded or italicized copy.

Your sales message has to be read both by scanners and word-by-word readers. Therefore all your major selling points, benefits, call to action and order info must be in easily scannable type.

Otherwise your website will only generate 21% of the sales it could be. And for the money you put into your website, that's not good enough.

So, if online reading is so different from offline reading. Clearly your web copy has to follow suit. Take home message? Make sure your website is performing on all cylinders. Have a professional web writer write your website. It will save you money in the long run.

## **Writing One or Two Line Ads**

**By Jane Fulton**

Some of you have expressed, to me, that you are a little afraid of writing ads. In this article, we will talk about writing one or two line ads and why they are more effective.

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One of the first things to think about is, 'How do you read ads?'. Are you in a hurry and just scan them? When you scan do you just look for the jist of the ad? Do you get bored because of all the yada, yada, yada? How long is your attention span? When reading ads do you wish they would get to the point, so that you can know if you are interested or not? Do you get impatient with the same ad over and over? If you answered 'yes' to any one of these questions, what makes you think that others don't feel the same way?

That brings up another question. Are your ads being read? Would you like for your ads to be read? If you want your ads read, I am going to offer some suggestions:

1) Most people's attention span is very low, especially on the internet. Everyone is always in a hurry, therefore you need to keep it short. After all what are you trying to get people to do with your ad? You want them to visit your site, or an affiliate site and maybe make a purchase, right?

2) You don't need to write a book. Simply tell the people about your offer, but make it tweak their curiosity. We'll talk more about this later.

When I read ads, I scan them to get the 'jist' of the ad. What are they trying to tell me? Oh, it's about a Free cell phone, with all the trimmings. I already have a cell phone and I am happy with the service I get. No, I'm not interested. Next!

Let's stay with the cell phone ad, for a minute. Let's say that your cell phone offer is unique, in some kind of way. Maybe you will offer a person 3 months of Free service, if they change to your service. They never find that out. Why? Because their isn't enough room to say all of that in the ad. Where would there be room enough to really expand and tell them all the good stuff? On your web site or your affiliate website.

Lesson # 1-- You can't sell them in an ad! You need to get them to visit the web site! How can you do that? Let's have a closer look at that question. Which ad would you be willing to click on:

Ad #1: Get your Free cell phone, including voice mail, three way calling, unlimited nights and weekends, paging, caller ID and much more, for only \$39.99! Now that's a deal! Visit us at:

Ad #2: We can save you money! How does \$122.00 sound?

In the first ad, if you aren't in need of a cell phone, you won't bother to click the link. In the second ad, doesn't that peak your curiosity? It does mine. I would begin to think, They can save me \$122.00?

How? I would click the link, go to the web site to find out.

TIP: Your ad is not to sell the person. An ad is to peak their curiosity enough to get them to click the link. The web site is where you sell them. Doesn't it make sense that you have more room on your web site to tell them about your offer and explain it to them? If you can get them there, you might make a sale, even if they already have a cell phone. They may want to change the service they now have to your service. Wouldn't that be great? You have made a sale!

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You have to think like your customer. Would you like to save \$122.00? Of course you would. We are all looking to save money, especially in today's economy.

Now let's do this exercise. Take a few moments to think about what you are selling? How could you describe it and peak my interest? Now condense the ad down to 1 or 2 sentences. Think about what 1 or 2 lines would peak Your curiosity. Send me an ad about your product or service (1-2 lines) that will make me click on your web site, or your affiliate web site. Send me the ad at

We will have 2 winners. The 2 winners will have their ad spotlighted in

our newsletter. Talk about exposure! Set-up another email account at yahoo.com --

, which stands for

and let's see how many responses you get from the ad.

Test it in other newsletters too! If you get a good response, it will tell whether this works or not. You will also collect the email addresses from those who respond, so that you can market to them later. I will write an article later and explain how you would do this. You can only win trying this out! I promise I will not embarrass any one! If I have any suggestions, I will email you personally. Deal?

Jane Fulton is Owner & Webmistress of

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Marketers'. She has been helping them for almost 4yrs now. She publishes a newsletter, Newbie & Affiliate SOS Newsletter. It appears online twice a month. If you like these 'How To' type of articles, subscribe to her newsletter at:

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