

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

An SEO Copywriting Makeover - Turning "Not" Into "Hot" Part 2 of 2

By Karon Thackston

An SEO Copywriting Makeover - Turning "Not" Into "Hot" Part 2 of 2 by Karon Thackston

by Karon Thackston © 2003

<http://www.copywritingcourse.com>

In part one of this article series, I outlined a recent project I undertook for a Web site that sells gas logs. The site had a lot of potential, but in its current state the sales orientation of the index (home) page and the keyword saturation were causing less-than-stellar results for the client. My job was to rewrite the index page (from scratch) in order to boost SE rankings and response.

In part one, I gave the details of how I assessed the current copy, how I created a "to do" list of objectives, and how I reworked the copy in order to increase search engine optimization. Now - in part two - we'll continue.

The remaining items on my "to do" list included:

1. Make the copy more inviting.
2. Draw visitors into the fireplace experience.
3. Don't just give features... give benefits, too.
4. Make the sale before sending them to the dealer.

Make the Copy More Inviting and Draw Visitors Into the Fireplace Experience

The current copy actually only consisted of one short paragraph that basically instructed the visitors to imagine their homes with Eiklor gas logs, told them that this site couldn't give them the true experience of gas logs, and that they should visit their local dealer.

But I wanted to get the site visitors in the "mood" for gas logs. Even though they may not be able to fully experience the atmosphere created by a fireplace-lit room, I wanted them dreaming about it prior to leaving the site. I also wanted them to be sold on Eiklor gas logs *before* they went to their local dealers.

Fireplace dealers normally don't sell just one brand of gas logs. Before the customers went tromping off to dealers who might try to sell them a set of gas logs with a higher profit margin, or with a special dealer rebate, I wanted to be sure the site visitors would be so impressed they would purposely mention the Eiklor name.

The original copy is here: <http://www.copywritingcourse.com/Eiklor/EiklorFlames.html>

The revised version (not formatted) can be viewed here:

<http://www.copywritingcourse.com/Eiklor/EiklorFlames–Revision.doc>

As you'll see, more emotion, more feeling, more of the personal experience of having a home with a fireplace is revealed in the new version. It connects better than the simple statement of "Imagine these

gas logs in your home."

Don't Just Give Features... Give Benefits, Too and Make the Sale Before Sending Them to the Dealer

The next section of the copy has a two-fold purpose. One is to bolster the features of these logs with associated benefits so the site visitors better understand what they're getting. The second is to convince them that - once they visit their local retailers - they need to ask specifically for Eiklor Gas Logs.

The section with the bulleted list serves both purposes. By giving quick statements about both the features and benefits of these logs, I'm giving the visitors the opportunity to scan for what they need. I'm also quickly making points about the quality of these gas logs. Lastly, I'm answering the ever-important question "What's in it for me?"

The closing paragraph reiterates that Eiklor is considered one of the best and that the site visitors should go to the local dealer and see these logs for themselves.

Overall, the copy was greatly improved in both respects - search engine optimization and sales orientation. Now the page is fully prepared to bring in new visitors and turn a profit from them.

Most buying decisions are emotional. Your ad copy should be, too! Let Karon write targeted copy and ezine articles for you. Visit her site at <http://www.ktamarketing.com>, or learn to write your own copy at <http://www.copywritingcourse.com>. Don't forget to subscribe to Karon's free ezine at <http://www.ktamarketing.com/ezine.html>.

Optimize At Design Stages

By Anthony Parsons

Optimize At Design Stages by Anthony Parsons

Are you now thinking, what does this mean? Let me just say that most of my customers could have

had their websites rectified whilst still in the design stage instead of costly repairs once finished. This does not only go for those who pay, but more than ever, those who learn web design for themselves to design and manage their own website. The costly ones are generally those who pay a web designer as they have no knowledge of web design and thus need to pay for all the repairs to be made by an SEO, whereas someone with a little skill in design can simply make most of the modifications themselves, making a much lower cost.

If you're designing a website, having one made, whatever the case, seriously stop now. What you want to do is this, have one page made and pay a professional SEO to find the faults, identify weaknesses and give you the advice and solutions to strengthen all aspects in the one page first. The faults and characteristics that an SEO will discover with one page will generally follow through all pages of a website. The only other necessary changes are keywords and copywriting text. An SEO will generally advise what keywords to utilise and you simply send these to your web designer or utilise them yourself within each separate page to cover all avenues. An SEO will give you all the information you require, such as for flash, navigation, page size, etc (for a cost). You will not get away with this for \$20 dollars. If you do, guess what? You just probably found one of those unprofessional SEO's that I mention in other articles, because that sort of money would not cover my time to properly evaluate a webpage manually and report on it.

This can save you literally thousands of dollars by having an SEO fix something you have either paid for already, or spent a lot of time on yourself. It is much easier to have a professional SEO evaluate the one page, pay them for the extra information you require, such as all relevant keywords, copywriting advice for each page that you have planned, etc. It is money in your pocket, think smart about how you do business and get it right from the start. I am sure this is how most successful businesses work or else they would be broke having to correct faults constantly. SEO is no different, a couple of hundred or so well spent dollars in the design phase of a website, can save thousands, trust me on this, I do it and see it often.

Anthony Parsons has been performing search engine optimization since 1998. In late 2003 I decided to fly solo and opened my own SEO business to service the global community. With my wife being an acknowledged copywriter, anthonyparsons.com as a business will continue stepping forward breaking the boundaries of conventional SEO techniques. Making a winning husband and wife team, we make SEO affordable for all budgets.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!