

Discover THE Most Important Element of Your Web Site

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By Karon Thackston

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There are so many ingredients that go into making a successful Web site. Layout, design, colors, graphics, photos, links and copy (text) are all included in the mix. Do you know which of these is the most important element? Believe it or not, copy!

That's right. Copy is where your attention should fall first when designing a site. There are several reasons why this component requires special consideration. Let's look at three areas copy impacts and discover the true bearing it has on your site and your visitors.

GETS YOUR MESSAGE ACROSS

First and foremost, the copy on your Web site must get your message across to the visitor. Its function is to provide information and/or sell a product or service, depending on the purpose of your site. Photos can show products, but they can't make the sale by themselves. Stop and think for a moment. Have you ever purchased anything based solely on a photo? The majority of customers will require details about a product or service before buying. Copy is the bridge between indecision and purchase.

DRAWS ATTENTION

The headlines on your Web site draw more attention than the graphics or photos. Stanford University, in conjunction with The Poynter Institute, recently completed a four-year study that proved the importance of text over graphics on Web sites. (See www.poynter.org/eyetrack2000/body.htm) According to this research 'readers of print newspapers looked first at the lead art element on a newspaper page and then moved their eyes to the biggest headline.'

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However, the study continues with, 'Web site readers tend to look first and most intently at plain text, passing lightly over photos and images'. Contrary to popular belief, the copy on your site gets attention from the visitor before the other elements.

INCREASES CHANCES OF GOOD SEARCH ENGINE POSITIONING

Robin Nobles, of the Academy of Web Specialists (www.academywebspecialists.com), recently wrote an article

discussing doorway pages. In it Robin made the following comment, 'Since every page is essentially a doorway into your site anyway, concentrate on building content. Now you're giving

the engines just what they want to see these days: content'.

Unfortunately, many Web designers and do-it-yourselfers are not aware of the importance of copy in the overall workings of search engines. Without solid content it is almost impossible to get positioned well by search engines. The copy on the site must be a delicate balance of repeated keywords and promotional information in order to make sense to the reader and meet engine criteria. The more times your keywords are presented within the copy, the greater your chance to receive a position in the coveted Top 20. However, overload your copy with keywords and key phrases and you'll find yourself labeled as a spammer and be banned from the engine – permanently!

There are also other factors involved with copy and engine position. The site title and site description must be just as delicately created as the body copy in order to obtain high rankings.

Considering these three facts brings a whole new light to the importance of excellent, well created Web site copy. Before you decide on colors or graphics or photos or design, stop and give due thought to the copy first. It will pay off in the long run!

Karon is Owner and President of KT & Associates who offer targeted copywriting, copy editing & ghostwriting services. Subscribe to KT & Associates' Ezine "Business Essentials" at BusinessEssentials-subscribe@topica.com or visit her site at <http://www.ktamarketing.com>

The Interplay of the Five Elements in Our Lives

By Healer George

The Interplay of the Five Elements in Our Lives by HealerGeorge

As you are sitting here reading this allow your awareness to turn inwards into yourself. We are going to discuss the five elements and see how they interact in our lives.

A good place to start is with a simple example. Just imagine that you are going to do a little gardening. The first thing one does is loosen the soil. By digging the soil what we are doing is breaking the soil up or should I say mixing the Air Element with the Earth Element.

The next thing a good gardener will do is plant the seed or introduce the Life Force Element. He will then water the seed or introduce the Water Element.

The gardener has learned that the spring is the best time to plant seeds as the Sun is getting stronger or the Fire Element is being introduced to complete the balance of all five elements. As we know from experience at growing plants, if all five elements are in balance the life of the plant grows strong and healthy.

Our life also relies on the balance of the five elements. In humans the life force is introduced at the time of conception and over the first 9 months the mother's womb provides everything the foetus needs to develop. When the baby is born the five elements come into play as the baby takes its first breath.

So it is easy to see the Air Element coming into the body through the breath. The Earth Element comes in from the fruits of the Earth in the form of the food we eat.

The heat of the Sun provides the Fire Element and to a certain extent we also have an internal fire in the form of the Digestive Fire.

The Water Element comes into the body by what we drink and the Life Force Element keeps entering the body by our internal connection to the divine.

As we know, the mix of the five elements varies depending on where we are on the planet. At the North and South Poles the Fire Element is quite weak. On the Equator the Fire Element is quite strong and the Water Element may be lacking, as in the deserts. So our environment may influence the Five Elements within us.

Also the food we eat. Each type of food will have one dominant element. For instance the Water Element will dominate a watermelon. The Fire Element will dominate a chilli pepper. Onions may contain a lot of the Air Element. All growing plants contain the Earth Element and the Life Force.

The point of this discussion is to bring to your awareness the interplay of the Five Elements that is in everything we experience, from the changing seasons to the change of balance in the elements within us, as we grow older.

Certain animals have adapted themselves to one of the Elements. Fish from the sea and the rivers have adapted to use the Water Element. Birds fly through the Air Element. Moles burrow in the Earth

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Element. Most animals enjoy lying in the Sun, soaking up the Fire Element.

Each day just see how the five elements are working in your life. Do you have a good balance of all five?

Are you taking enough time to go for a walk on the beach and just enjoy the play of the five elements in your life? The heat of the Sun, the ebb and flow of the waves, the sea breeze on your face. Take time to see and appreciate life itself and its interplay.

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