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The Problem With Those Long Web Site Letters

By Kevin Nunley

I'm seeing a big return to L-O-N-G web site sales letters. Many are 3,000 to 6,000 words long (that's 10 to 20 pages on a word processor).

Site after site are featuring these long sales letters on their home pages. Most follow the same formula and some appear to be turned out by a fill-in-the-blank letter generation program.

Of course the big question is, do they work? In the days before the Internet, regular direct mail sales letters were often six pages or more. These longer letters tended to produce better results.

You have to figure that anyone who reads that much copy must be truly interested. And giving a truly interested prospect ALL the info they desire can't be a bad thing.

But do these long sales letters work on the Net? For most people, reading on a computer screen isn't as comfortable as reading a printed page. For those of us who learned to read before the Internet, reading a long newspaper article or a book is OK, but long letters on a computer screen leave us a little cold.

Most of us are in a big hurry and want to get through the information as quickly as possible.

I've tried different lengths of copy and the results are interesting. The longer the copy gets, the easier it is to sell many products and services. The increase in results rises until 900 to 1,000 words, then response starts to drop back.

Your results may vary depending on what you're selling and who you're selling it to. One site sells accessories for sports cars and trucks. Their customers like to see lots of photos of the products, but don't want to read more than a few lines of description.

The same goes for very inexpensive products or services that can be an impulse buy. Shorter copy can work far better than longer copy.

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On the other hand, a \$200 course or a \$1,000 service may require a much longer web site sales letter. The longer you can get prospects to stay on your site and read the copy, the more committed they will become toward making a purchase.

The trend toward longer web sites sales letters started in the late 90s when several savvy Internet entrepreneurs noticed that 12 page sales letters work well for regular mail advertising, so why not put a long letter on their web site?

That worked great for some, but it is working less and less for others. Just about every day I hear from someone with a long web site letter that isn't selling anything for them.

The average web site visitor checks your headline to get a basic understanding of what the page has to offer. Then they read the first few paragraphs. If that bit of copy doesn't make it clear that you've got what they need, the customer will click away.

If the customer IS interested, they'll skim down through your copy to catch your major points. If that tells him or her that this really IS something to consider, they'll go back to the top and read the whole page carefully.

We've found that most people read the headline, the first few paragraphs, then skip down to the next several paragraphs that include a bold font. Highlight your key benefits and features for quick reading.

Most of your sales will come from the 17% or so who decide right away that they want to buy the product and don't particularly care about all the details. You might want to put order links at the top, middle, and end of the page, to cater to those customers.

Kevin Nunley is the Net's number one business writer. He'll write YOUR one page article on a topic that promotes your business, put your name and ad on it, then distribute to 20,000 ezines and sites. Your business gets in front of hundreds of thousands of eager new customers. See this affordable, effective marketing deal at

<http://DrNunley.com>

Your Own \$2 Rolling Billboard

By Buster Klingemann

Your Own \$2 Rolling Billboard by Buster Klingemann

Do you ever wonder how you can advertise your business more?

Have you ever thought about renting a billboard to advertise your website?

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Have you ever checked into how much it cost to rent a billboard for one month?

Wow, they're very expensive. At least a couple thousand dollars.

Well here's a much cheaper way to let people know about your business, every where you go.

You can use you car.

Why not?

People are always on the go. And to get somewhere they usually have to take their car. So why not use your car, to do a little advertising?

Buses do. Taxis do. So can you.

You can buy one of those license plate holders with your web address on it. The ones that you put around your licence plate. But they're usually in such small print. How do you know if people can even see them?

There's a much better way.

One that I guarantee you, everybody that passes you on the road, or sees you in the parking lot, will Know about your website.

Go to a local office supply store, and buy some of the white 2" stick on letters. They're usually only a couple of bucks for a whole package of different letters.

For what you need, there should be more than enough different letters in one package.

Select the letters of your web site address. And stick em to the back windshield of your car.

Be sure and put the letters up near the top of your windshield, so as to not block your view out the back.

Line em up nice and neat across the top of your back windshield... www.yourdomainname.com

Voila...

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Your own customized rolling billboard.

Now every time you drive somewhere, people will see your website. Plus every time you're parked at the store, at the mall, at the movies...

Your website will be getting more exposure.

I know this is gonna get you some hits to your site.

Because before long, people will start coming up to you and saying "hey, I keep seeing your website address, what's it all about?"

Bam, there's you an instant opportunity to tell someone about your business.

So for couple of bucks, you can advertise your website to just as broad an audience, as you could for a couple thousand dollars. What could be better than that!

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Buster Klingemann runs a successful online home business, and resides in Texas. For more details on how you can get started with him, for free. Visit his website at: <http://www.bukzonline.com>



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