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Writing A Business Website Sales/Marketing FAQ

By Joel Walsh

Everyone on the web thinks they can write a FAQ. But then why are so many FAQs so lacking?

How often have you read a FAQ and thought, "that didn't tell me anything I needed to know!"?

Two Worst FAQ Writing Faux Pas

* Many websites don't separate their FAQs for existing customers who need support from their FAQs for prospective customers who just want the information they need in order to decide whether and how to buy.

* Many websites that do provide a special pre-sales FAQ turn it into yet another advertisement—ugh! Your prospective customers need pre-sales information that truly helps them come to a decision.

Tips for Writing a Pre-Sales/Marketing FAQ:

* You should divide your FAQ into sections that will make sense to a prospective customer. Naturally, what sections you use will depend on the content of your own website and the nature of your business.

* If you have a complex business or website with many products and services and/or options for them, you may need to have a FAQ that is very long. Traditionally, webmasters would simply create one very long page for the very long FAQ. However, very long pages are almost never good web practice from a search-engine point of view. Multiple medium-length pages will get you more search engine traffic than one long page. If you have a FAQ that would go over 1000 words, you should put each section on its own page, and have one front page with a table of contents for the entire FAQ, linking to each section and providing a list of the questions in that section.

* Usually, a FAQ will have a list of all the questions up top, with links to the questions within the page, sort of a table of contents. If you have a briefer FAQ, you don't need this.

* Keep your answers brief. If an answer requires more than two paragraphs, you should create an entire web page for it, and simply provide a link to that page in the FAQ answer.

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* Your answers should cast you in the best possible light while still being believable. Do not confuse this FAQ for prospective customers with the more common support FAQ! You do not want your prospective customers to see a laundry list of everything that could conceivably go wrong with your product or service.

* In order to keep your FAQ believable and informative, do not fill it with marketese and hype. Keep the exclamation points to a minimum! Yes, you want to portray yourself in the best possible light—but the best possible believable and informative light.

In the end, remember this: your web visitors who read your FAQ are among the most qualified, interested prospects on your site. If your FAQ lacks your site may lack sales.

<http://UpMarketContent.com/faq-template.htm>

?%20writing%20FAQ%20content [Publish this article on

your website! Requirement: live link for above URL/web address w/ link text/anchor text: "web page content template" OR leave this bracketed message intact.]

How To Write An Effective FAQ Page

By David Coyne

Websites that have multiple pages usually have a Frequently Asked Questions (FAQ) page. There are several good reasons why you should have one.

An FAQ clears out any confusion your prospect might have about buying product. Remember, a confused mind always says no.

It lets a prospect grab key information quickly.

It creates a positive impression with your prospect because you're acknowledging that their time is precious and they want answers quickly.

An FAQ saves you time. The more answers you provide at your website, the less customer emails you'll get asking the same questions over and over.

Before you write an FAQ, do some research. Think about your favourite websites and formulate some questions you might ask about their products or services.

Now surf to those websites and review their FAQ pages. Were you able to find answers to your question quickly? Or did you have to scroll or click through pages to find what you were looking for? Were the questions separated into logical categories or were they put in random order?

Writing A Business Website Sales/Marketing FAQ

This should give you an idea of the "do's" and "dont's" of creating an FAQ.

Another valuable research technique is to ask good friends or customers to give you feedback on your products or service. What questions popped into their minds when they visited your website. (You might offer a small gift or discount to your customers in exchange for feedback.)

After getting everyone's comments, assemble the questions and group by category. For example, questions about how quickly you ship products would be under your "Shipping" category, etc.

Write your FAQ in a "Question & Answer" format.

Organize the questions in each category so the most important questions appear near the top.

Hyperlink them so your customer just has to click to get to the answer. Or hyperlink your categories at the top of the page.

Here's a few more tips: Keep your FAQ updated. Are the answers still relevant? Review monthly. Keep your questions and answers concise. No more than a paragraph. If the question requires a long,

detailed answer, have a link to a separate webpage. Don't create your FAQ as a file that a prospect has to download to read. Most people won't bother, and they'll leave your site frustrated. Include info and links at the bottom of each FAQ page so that a prospect can contact you if they still have unanswered questions.

David Coyne is a marketing consultant and online entrepreneur.

Visit his website and get the FREE e-book "Marketing Secrets Of The Ages." You can sell this e-book to customers and keep 100% of the profits.

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How To Write An Effective FAQ Page

Article Writing: Can It Help My Direct Sales Business?

Seven Simple Questions to Build Your Site's Sales

What's Standing Between You and More Sales?

Strategize Your Marketing!

Carefully Crafted Sales Emails And Web Copy

PHP CGI Scripts Collection

GUERRILLA MARKETING Volume 1

Ebook Authors Interviewed

Pay Per Text Marketing



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