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

Your FAQ Page – A Sales Tool? You Bet!

By Karon Thackston

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by Karon Thackston © 2002

<http://www.copywritingcourse.com>

The FAQ page... a standard addition to almost any site. It usually lists questions customers ask on a regular basis, and the answers to those questions. But what befuddles me is that hardly any sites I've visited use this page as a sales tool.

Did you think of that? If not, you're losing out on the use of some valuable real estate! FAQ pages are generally well-trafficked areas of your site. With just a few adjustments, your FAQ page could become one of your leading sources for sales conversions.

Let me give you a before and after version of one site I visited. I've changed some of the information so as not to promote (or embarrass) the site owner.

BEFORE

What is the source of the minerals used in your supplements?

We use all-natural minerals from sources such as limestone and dolomite. Nothing artificial.

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What is the source of Vitamin C?

Ascorbic acid, which was originally gained by isolation from fruits and plants, is produced today by an industrial process. The basis for the industrial ascorbic acid synthesis is D-Glucose (grape sugar or corn sugar), one of the most common organic compounds in nature.

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Informative? Yes. Does it answer the question? Yes. Does it contribute to making the sale? Not really.

Now, let's change these two answers just a bit, add a link or two, and see how much more powerful they can become.

AFTER

What is the source of the minerals used in your supplements?

We use all–natural minerals from sources such as limestone and dolomite. These 100% natural minerals are then carefully processed under low heat to remove impurities and preserve quality. Many

minerals are processed under high heat, which literally kills the beneficial elements of the mineral. Because of our devotion to producing quality vitamins and minerals, we take additional precautions that other manufacturers skip. To ensure you receive the most potent supplements possible, choose XYZ Vitamins.

[shop for minerals]

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What is the source of Vitamin C?

Ascorbic acid, which was originally gained by isolation from fruits and plants, is produced today by an industrial process. The basis for the industrial ascorbic acid synthesis is D–Glucose (grape sugar or corn sugar), one of the most common organic compounds in nature.

XYZ Vitamins uses only organically–grown grapes and corn, and we extract our own D–Glucose to ensure the process remains 100% natural. No other manufacturer in the world has developed its own facility specifically to produce the highest quality of Vitamin C. We go the extra mile to ensure the vitamins and minerals you buy from XYZ Vitamins are the most beneficial for you and your family.

[shop for vitamins]

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See the difference? The "before" versions JUST answer the questions. The "after" versions boost consumer confidence, promote unique qualities of the products, and offer easy–to–follow links to buy the products in question.

By using some imagination and salesmanship, you can turn your FAQ page into a highly productive tool that not only gives visitors the information they need, but also encourages more sales!

Which words make **your** customers buy? Let Karon show you. Boost your profits by learning to write strategically created copy that hits a nerve and makes the sale. Boost your search engine rankings, too! Get 3 FREE bonuses with your purchase. Learn more now at <http://www.copywritingcourse.com>

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.

* 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.

?%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.]



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