

How to create a website that sells

15 simple techniques to boost your online sales

Would you like to win more business from your website?

Yes? Then read on for 15 easy tips to improve your online sales.

They're tried, tested, and our copywriters use them to get results for our clients – every day of the week.

Some are surprisingly simple, but very few businesses use them to their advantage.

Does yours?

1. Use 'you' more than 'we'. Use the word 'you' and you'll speak directly to your readers.

Rely on the word 'we' and they'll switch off and go elsewhere. Talk about your customer, not yourself – you can't bore someone into buying from you.

2. Stress benefits, not features. Very few people really care whether your new paint has a special chemical formula. What they *do* want to know is whether it's easier to apply, quicker to dry or has a tougher finish. Does it? Then say so.

3. Do your research. Find out which words people use when they search for your products and services. They're usually different to the ones you *think* they use. Start by using Google's keyword tool (*it's free and you can find it online*).

4. Avoid professional jargon. Don't talk about 'heating solutions' if your customers are searching for 'boilers' or 'radiators'. They won't be able to find you on Google.

5. Use relevant words in the right places. Ask your website company whether there are relevant keywords in browser titles, heading tags and a piece of search engine code called a 'meta

description'. If there aren't, change your web company immediately. We can advise you.

6. Stay focused. Don't cram dozens of different topics onto the same page. If you sell hardware, create separate pages for screwdrivers, buckets, fireguards and hoses – otherwise search engines won't know what the page is really about and your readers won't find what they're looking for.

HOW TO KEEP PEOPLE READING

7. Simple words are best. And some of the best ones point to a benefit for your reader: 'free', 'quick', 'easy', 'simple', 'now', 'guarantee', 'first', 'reduced', 'offer'.

8. Long web pages work. It's a myth that you have to write short web pages. Research has found customers are more likely to buy if your site uses (effective) long copy. Try it.

9. So do short ones. Long copy only works if you have lots of useful things to tell potential customers. If you haven't, don't waffle – keep to the point.

10. Use short sentences. People's attention spans are getting shorter – and some say they weren't too long to begin with. If you want people to buy from you, get your point across before they have a chance to nod off.

11. Break up your text. Use short paragraphs, lists, pictures, quotes, subheadings and boxes to give your page variety. If you do, more people will read to the end.

12. Ignore what your English teacher told you. Who said you can't start a sentence with 'But', 'And' or 'Because'? Because you can. And you're writing for customers in their own language, not for an audience of nitpickers.

13. Because . . . is one of the most powerful words you can use to persuade people to act. Ask someone if you can push into a queue, and they'll say 'no'. Say it's *because* you have to catch a train and they'll let you in – with a smile.

14. Avoid clichés. They're dull. So are words like 'innovative', 'passionate' and 'excited'. They bore people – they've already read the same phrases dozens of times this week.

15. Ask for the sale. It's amazing how many people forget to do this.

If you want people to buy from you, ring you up or download a report, you have to *ask* them. Use phrases like 'order now', 'ring today for a free quote', or 'download your free copy now'.

WOULD YOU LIKE TO LEARN MORE?

If you apply just a handful of these 15 techniques, your website will almost certainly knock spots off your competitors' – certainly when it comes to *sales*.

But we've only skimmed the surface – we daily put scores of other proven copywriting methods to work for clients across the UK and North America.

We can put them to work for you too. Call us today on 01206 266 799 or email info@benlocker.co.uk to find out how.



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