

How To Write Powerful, Persuasive Web Pages

By Jeff Smith

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Wouldn't it be incredible to be able to consistently convert 3-5% of your visitors into eager buyers?

You've no doubt heard the 1-2% goal that seems to be in every marketing book going. You may be shocked to know that you can definitely do better!

There are sites that regularly pull more - in the 3%-5% range, with spikes to 10-15% with well targeted traffic generation campaigns.

Isn't that more like it?

Many factors will lead to better conversion results for your webpages including: the products you sell, your competitive advantage, how well targeted your marketing is, your competition, and even how long your product has been on the market.

No doubt though, your sales letter will be the primary factor in converting visitors to your page into buyers who put money in your pocket.

So what's the secret to writing web copy that sells?

This is not an exhaustive list, but IS based on actual testing I've done over the last 12-months where my own web conversion for <http://www.infoproductcreator.com> has gone from a measly .5% to well over 3% with spikes in the 10-15% range.

Here's what I've found to make the biggest factors in making a ho-hum webpage into a super seller.

Copy Tip 1: Keep It Simple

Focus on one product or service at a time. Don't confuse your prospect. Be super clear on your key benefit right up front, then follow with additional benefits. Go for the jugular, you only have one shot, in most cases. Words sell better than pictures in most cases. Always be thinking - can I be more direct, succinct, to the point?

Copy Tip 2: Write A Killer Headline

It's the single most important part of your sales letter. If you have not spent at LEAST double the time on your headline than on the rest of the letter combined, shame on you! I spend on average 4X the effort on my headlines than on the rest of the sales letter.

Copy Tip 3: Write A Killer Sub-Headline

Same rules apply as writing your headline. You can reinforce the same benefit as is in your headline (my personal preference) or introduce another hot benefit.

Copy Tip 4: Journey Through Benefit Land

Make your copy take your customer by the hand and lead her through an ever more exciting treasure hunt - until BINGO, you arrive at your irresistible offer. Start with your most attractive benefit and continue to reinforce with credibility, then benefit and more credibility.

Copy Tip 5: Sell with Sub-headings

Have AT LEAST One Sub-Headline per viewable page. Web readers scan - 90% of your visitors will not read through your copy, but will scan your headline, then if you are lucky, will read your first paragraph and then scan your sub-heads. Your sub-heads should tell your story and intrigue your reader to read more or order.

Copy Tip 6: Trigger Key Emotions

Reinforce Emotions Your Customer is Already Feeling. Wait a minute - how do I know what my customer is feeling? Well you better know! You will never have truly killer copy until you understand your customers emotions about your subject area better than they themselves know. Once you have identified a few of their emotional buy triggers, then don't beat around the bush. Come right out and expose that emotion - build on it. Using phrases like "Imagine you have

found..." or "Wouldn't it be great to..." allows you to "remind" your visitor why they absolutely MUST have your product.

Copy Tip 7: Have an Irresistible Offer

Once again, live in your customer's shoes. You can triple or quadruple your sales by tweaking your offer to include more perceived value. Throwing tons of freebies at your customer is NOT perceived value. Including something unique, something personalized (Like a consultation with an expert), something that they will get again and again (updates) all increase the perceived value of your product.

While there is more to writing great copy than outlined here, these are the main building blocks.

Work on these areas first, as they will make the most impact on your bottom line.

If you want to learn more about mastering the art of copywriting, here's two resources I recommend highly!

<http://www.thegaryhalbertletter.com>

and

<http://www.myws.com/ideaguide>

Believe it! Words really do sell.

Jeff Smith is an online marketing expert and author of the highly recommended Ultimate Information Entrepreneur's Success Package. Discover exactly how to quickly create one hot selling infoproduct after another. Building your own Infoproduct Empire is easy with the Success Package. See it here:

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