

Your FAQ Page - A Sales Tool? You Bet!

By Karon Thackston

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Karon Thackston
karon@ktamarketing.com

KT & Associates <http://www.ktamarketing.com>

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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

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