

6 Web Copy Secrets to Hook Your Audience and Sell Your Books!

The key to a *profitable* website is Clarity, Single Purpose and Moving your visitors from landing [page] to action. Web surfers have Ultra-Short and getting shorter attention spans. Too many choices confuse. When visitors get overwhelmed or confused, *Click* they're gone!

Here's how to craft your web copy to pull surfers in and generate the results You desire:

1. **Don't Sell Your Book Directly.** Too many authors plaster themselves and their book right on their homepage. Today, people are more distrustful than ever, especially online. Your copy should draw the reader in, build trust and credibility and entice them to spend more time on your website and ultimately making an initial purchase and then repeat purchases. Fiction? Reveal how you'll entertain and delight. How-to? Explain how you'll show your visitors the way, solve their problems. In my web marketing experience, you'll be more successful when you write about—focus on—the benefits you and your site deliver. What benefits do you offer? Why should people visit You???
2. **Decide: When a Visitor (Your Target Customer) Lands On Your Website, What is *THE* Single Most Important Thing You Want Him/Her To Do?** Buy your book? Join your e-newsletter or e-zine? Your answer should become your site's main purpose and design. You can present more than one action step, but design your site to drive results to achieve your main objective.
3. **Craft ALL Your Copy to Support Your Main Objective and Drive Your Visitors Into Action To Meet Your Main Objective.** You can present your other objectives with an icon on the nav-bar.
4. **Use a Headline to Hit Your Visitors In The Eyes With Your Main Purpose.** Headlines are similar to a magazine cover or direct mail sales letter. *At best you have 3 seconds* to grab your visitor by the neck and convince him to read on. Hurry Up. Your headline's goal is to "inform" the visitor that you/your site will deliver what they want and compel them to read on and spend more time on your website and ultimately make a purchase. 7-10 words or less period; and use action words. Present a crystal clear and action-packed message so your visitors immediately understand the benefits your website offers. Position your headline right below the banner and on top of the homepage copy.
5. **Limit Your Homepage Copy to 250 Words Or Less and Ideally 200 Words.** Use 2 or 3 concise paragraphs. Put your main theme and purpose in the first paragraph – the first two sentences. Grab their heart and mind, Fast.
6. **At the End of Each Piece of Copy, Article, etc., Add a 3-5 Word Phrase that Moves Your Visitor to the Next Page in Your Sales Sequence.** This could be your product description page, book review/blurb, ezine sign-up page/form or shopping cart. My favorite is: "For more information about _____" click here (add a live link to the relevant page). All your website's roads should lead to an ezine signup or order page.

Above all, be crystal clear how you present your message and what you want your visitor to do. Craft your website's design to support your goal and lead your visitor to the promised land: your e-zine signup or shopping cart page.

Eric Gelb, copywriter and book marketing expert, specializes in back cover copy, press releases and author and publisher websites. He has self-published 5 books and in total his publications have sold over 57,000 copies. Eric regularly appears on major radio and TV shows across the US.

For more information about Eric Gelb and his copywriting, visit www.PublishingGold.com or call him at 914.260.1027.

