

10 Invaluable Tips for Creating a Website that Works Hard

(a little about content and a little about design)

1. **Make sure each page offers something of value to your visitor.** Write about them and their problem (and the solution you offer), not about you and your expertise.
2. **Understand that web visitors don't read, they scan.** Write your copy in a friendly conversational style, using short, crisp sentences and paragraphs. Use words that evoke emotion and energy. Make sure every sentence has a reason for being there.
3. **Keep the headlines and sub-headlines meaningful and to the point.** Your text should tell a story (your reader's story, in fact). It's most effective if the reader can get the point just by scanning the headlines and sub-heads.
4. **Always have an Opt In box.** Marketing is an on-going process of communication. You need your visitor's name and email in order to develop that relationship. Create some enticing, valuable "freebie" that you can give in exchange for their precious contact information. Here's an example: www.helengraves.com
5. **Make it easy to get around your site.** Use both a navigation bar (up top or to the side) as well as buttons at the bottom of each page. Don't make your visitor have to backtrack to the Home page in order to go somewhere else.
6. **Put your contact information on each and every page.** You want your visitor to get in touch with you, right? So make it easy for them.
7. **Absolutely include a Call-to-Action on each page.** This is a graphic image (or line of bolded text) that catches your reader's eye and directs them what to do next when they get to the end of your page. Don't leave them guessing. You can see examples on my site: www.helengraves.com
8. **Use basic contrasting colors for content and background.** Stick to 2 or 3 colors throughout the site, and use black (or at least dark) font for the text. Avoid white or light-colored text. It's very hard on the eyes and will cause many readers to click away despite the fabulousness of your message.
9. **Definitely use bullets and lists.** Shorter paragraphs and bulleted lists break up the text and make it easier to read (scan) and find information.
10. **Avoid distracting or annoying your visitors with fancy pop ups, blinking text or "flash" intro pages.** They typically elicit unenthusiastic attention. I don't know anyone who likes them (except designers) and they can put your reader into an impatient frame of mind. Not your objective!

Helen Graves shows solo entrepreneurs how to grow their business the easy way. In addition to writing client-capturing website copy which prompts your visitors to take action, she also shares how to create genuine connection with your marketing and turn potential clients into paying clients.

Tune into her complimentary mini audio seminar, "7 Quick & Simple Ways to Get Your Website Working Hard – So You Don't Have To," at www.crackerjackwebsites.com

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