

Creating Converting Copy

How to Create Online Copy Which Converts
For Your Business

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Introduction

Hello, I'm Paul Ventura, the owner and author at ConvertingCopy.com; a site which I'm betting you may have heard of if you're reading this eBook. First let me thank and congratulate you for purchasing “Creating Converting Copy”; you have just taken a huge step forward in bettering your copy.

I graduated from the University of Maryland, College Park in 2006 with a degree in English and Communications and have been performing contractual copywriting work ever since and recently I decided to write down some of my biggest tips which I use to create conversion driven copy every day.

Note that while I wrote “Creating Converting Copy” in mind for writing copy specifically online, many of these tips can be used in both an online or offline (print) environment.

Also note the subtitle of “How to Create Copy Which Converts For Your Business”. Make no mistake, if you have a website you essentially have a business which you want to drive customers to.

The end game on those customers may not be to generate a paying customer like you would with an online retail or similar site, but you want your visitors to take some kind of action, and sometimes the only thing keeping them from that option is just the right copy.

Just because you're not selling a physical product doesn't mean that you're not selling *something*, and the sooner you realize that and begin thinking of your interest as a business the better.

Chapter 1 – What is Copywriting

Copywriting is the act of writing copy (text) which is expressly for the purpose of selling or marketing a business, product, or idea to your reader.

Copywriting is different from any other text that you'll read in that it's always sales driven even if you the reader don't pick up on it consciously. It's the copywriter's job to identify and prey upon the need or needs of their potential readers to generate conversions.

Now let me define one of my own terms: converting copy. What is converting copy, or perhaps better said, what is copy which converts? As a general definition, copy which converts means that your copy is the sole or tipping point which motivates your reader into taking your desired course of action (a conversion).

Your desired course of action could be any number of things dependent upon your niche, product, or service. As a few examples, you may want someone to purchase a product, opt-in to yours or someone else's email list, or just become a regular reader of your blog or newsletter.

Ultimately, copywriting is an immeasurably valuable skill which takes time and the proper method (which I'll cover in this book) to master.

Why Should I Care About Copywriting?

Copywriting means that you're writing with a purpose and that purpose again is selling whatever commodity you have to offer to your readers. Without copywriting, your copy will be dull, lifeless, unfocused, and most of all unpersuasive.

Therefore you need to utilize copywriting to motivate and move your reader into taking your desired course of action.

Whatever your goals are, this eBook will give you a razor sharp idea of precisely the kind of copy and language you should be using to motivate your reader.

Now that we have defined what copywriting is, let's get into some tips to give you a clear idea of how to execute on it.

Chapter 2 – How to Copywrite

Let us begin with a number of effective copywriting tips in list format for you to bear in mind when creating your copy.

As a fact, you're never going to reach every single person who reads your copy, even if you're the most gifted writer on the planet.

However, you CAN make changes in how you write to positively affect how many you will reach. Employ these copywriting skills to reach more people from your audience and better convert on your copy's goals while doing it.

Write With Your Laziest Reader in Mind

A good place to start. Say you're writing a post on 10 tips for puppy training. You may like writing a wind up intro about what you're about to write about (I've been known to do that myself) with the aim of building a rapport with your reader early on, but your entire audience won't share in that sentiment. The trouble is that people nowadays have extremely short attention spans.

I myself find that when I click on a “# of tips article” for example that I skip the opening entirely and just look for the beginning of the tips which is what I wanted to see in the first place.

There's nothing wrong with a short paragraph where you recall a cute story with your puppy to build a bit of credence to those who will read it, but make sure the beginning of the tips/main content make it **above the fold**.

Keep the intro short and get to the point of your article which is

what people likely clicked to read in the first place. While some people may like a personal intro which might not be entirely related to the theme of the article, others won't, but those who do like it won't be upset (or know) if it's not there, so write with your laziest reader in mind.

Also remember that this can mean avoiding or cutting down on your copy altogether in some situations and focusing on delivering your message through video or images. It all depends on your niche, what you're trying to accomplish in terms of your conversion, and ultimately your demographic/readers.

Write Like You Speak

Informal writing goes against what we learned in grammar school, but we're not writing an essay on the Civil War, we're selling! The same goes for whether you're selling a product or yourself; people like informal writing because it humanizes you as the author whether your reader realizes it or not.

Putting yourself on the same level as your audience is always a good idea, especially when it comes to your copy. If you're unsure of how to do this naturally, try out some voice recognition software and literally write like you speak by... well, speaking.

Break Up Your Paragraphs

It's much easier to lock on to catch the point of what you're writing about in shorter paragraphs as opposed to a longer drawn out one. A reader can retain what they are reading much more easily this way, adding up the sums of all of those paragraphs to get the overall message of an article.

This also improves the odds that people will read your article as opposed to skimming it; but it makes it easier to

SUCCESSFULLY skim, as well.

Write. In. Short. Sentences.

The same applies to sentences as it does to paragraphs. I'm not even referring to run on sentences, but many sentences can be broken down further so that people can more easily digest the information.

Avoid the Passive Voice

Active voice example: I bought dinner. Passive voice example: Dinner was bought by me. Not only is the passive voice example 2 more words in this intentionally short sentence, but it's sluggish and even a bit awkward to read considering the alternative. Note that passive voice is not incorrect, it's just generally not the best way to convey what you're trying to say.

Write Less!

You may be thinking, "I've just written a 4000 word post, I'm going to have something like 1000 sentences with these rules!" First off, that's a bit extreme. Secondly, DON'T write 4000 words when 3500 will do. Eliminating passive voice is just one of many ways to cut the fat, so always be on the lookout for "the fat".

See How Things Look in the Morning

Speaking of edits, this one is probably the easiest of the copywriting skills to learn because it only requires that you sleep. It's always a good idea after you've finished writing new content to go to sleep on it and reread it in the morning before publishing. Odds are you can find a better way to say what you said the day before here or there. At the very least you'll catch a spelling or grammar error or two.

Split Test Again and Again

There is no substitute for results and hard stats whether they're positive or negative, so putting two or more versions of the same copy up against one another is the best way to do just that. This is called split testing and it's so important that I have included it as the next point.

Why You Should Split Test

Split testing on its most basic level refers to taking multiple versions of something and alternating them to see which performs better.

Webmasters use split testing a lot because they always want the highest possible conversion on their goals whether that goal is to sell a product, get someone to sign up for their email list thus generating a lead, or even just keeping their traffic on their site for longer.

Common subjects of split testing include the copy or design/layout which you use on your site.

You can get as macro in split testing as changing the entire layout of your site or as micro as changing one word in your call to action.

How to Split Test

Split testing is as simple as taking two or more versions of whatever it is that you want to test and interchanging them with one another with the point being of tracking analytics while doing so.

For example, if you have a sales page for your product you might

split test everything from the header graphic, including and excluding testimonials, the placement of those testimonials, your “buy now” button (call to action, color, size, shape, placement, etc.).

In terms of tracking, typically you'll want to see which version of what it is you're testing converts better towards your preconceived goals.

If it's a sales page, it is likely that every change which you're making on that page is to encourage people to click through to the purchase page. In this case you can track your results simply using Google Analytics (see my videos on [how to add Google Analytics to your site](#) and [how to use Google Analytics](#) for more information) and tracking how many views you get to each page.

Any changes which you make while split testing are in an effort to get the two numbers as close together as possible as this means that everyone who visits the sales page ultimately clicks through to your purchase page.

There typically is never an “end” when it comes to split testing; you should continue to do it as you always want to be improving your conversion rate. You can also go ahead and split test the copy on your purchase page if you have control over that page, as well.

As you're probably gathering, when it comes to split testing, being anal is the name of the game.

With email marketing, split testing is a major part of the process and many of the better email marketing companies make split testing as simple as possible. I use [Aweber](#), for example, and they have an option to split testing everything you can imagine.

Your web form, for example, or the form on your site which people use to sign up for your email list obviously plays a role in how many visitors to your site go ahead and sign up for your list.

You can create as many versions of your web form as you like, varying it in terms of text and shape, color, etc., then choose how often you want each of those web forms to appear on your site.

This way you have multiple versions of the same form appearing randomly and interchangeably on your site without having to swap them out yourself, and Aweber tracks the sign up rates for each one.

Then, after a period of time, you can check back in to see which performed the best, then take that version and create a few copies (also very easy to do in [Aweber](#)) of that web form which you can tweak to split test against your original one, starting the process anew.

In terms of exactly how long to give before choosing the winner during each split test session, I don't recommend a specific span of time like a week or a month so much as I recommend that you allow enough time so that a significant amount of traffic can visit your site.

In copywriting, you should think about different call to action phrases (more on this later) especially and varying different portions of your copy.

You can also split test the copy **[in your autoresponder](#)** over a period of time. If you have offers or links in your autoresponder messages you send out to everyone who signs up for your list, you might check Aweber's analytics for each of your autoresponder emails to see how many people are clicking through your links in those messages.

After a month or so, change the copy and compare the click throughs for the following month and continue taking the winner and tweaking the copy for new rounds of split testing.

This makes it so that you can get a more realistic idea of which version performed the best so that you can discount randomness or anomalies which are more prevalent with smaller amounts of traffic.

How to Write a Tagline

A tagline is different from a slogan in that a tagline is generally accepted as being a constant message associated with a company whereas a slogan can change from campaign to campaign. Writing a tagline can be difficult if you don't recognize what the purpose of it is. Let me expound on that as we cover how to write a tagline.

A tagline should inspire curiosity in your reader as soon as they read it so that that person is intrigued to learn more about you or at the very least convey your message as succinctly as possible.

Writing a successful tagline comes down to 3 basic but important components.

The Problem – Step one is to identify the problem. This is going to get someone's attention because when someone hears you mention the problem they're having, they're much more likely to listen to you.

Solution – Step two is to offer the solution in your tagline. Once you've baited them with the problem, you can deliver your solution.

Audience – Lastly you want to tailor your tagline to address a specific audience. You always want to target your tagline as closely to a specific audience as possible as this will improve conversions.

Now let's take a look at a simplified example of a tagline to put all three components together:

“We fix cars fast.”

Ah a tagline of only four words. The less words, the better. There's nothing worse or less effective than a tagline which runs on and on. In fact when it's just a tagline and you have very limited time to convey your message, less time than usual, even an extra word than is necessary counts as “running on and on”.

The Problem – Cars are broken. We don't even need to say it here, it's understood that your car is having an issue. In fact adding the problem in this example would mire down the effects which the tagline has if we changed it from “We fix cars fast” to “We fix broken cars fast”. Again it's understood that if you're reading their tagline with intent then it's implied that you're having a problem with your car.

Solution – The simplest of solutions “we fix” something, in this case cars. This company takes your problem and literally fixes it.

Audience – The inclusion of the “fast” qualifier means that this tagline is intended to get the attention of folks who want quick results. Who wants fast results? Virtually everyone wants fast results, so this . Additionally, the “fast” gives the tagline a bit more personality and even gives the company more perceived authority. Anyone can fix a car given enough time, but to do it quickly with implied quality makes you stand out from the rest.

See how much one little word adds to this tagline?

The components may not always be as obvious as they are in that example, but a good tagline will always have all three to convey its intended message to its intended audience most effectively.

The Power of “If”

“If” is a decidedly powerful term in copywriting which marketers can always turn to for a quick and effective headline. This can take an ad which seemingly promises too much at first glance and then make it much more believable just by the power of the “If”. Let's take a look at some before and after examples so you get a better idea of what I'm talking about.

“Learn How to Get Any Job You Want With These Secrets”

Okay, here's a decent headline which promises any job applicant the ability to land their dream job using the advertised “secrets”. Not a bad start, but we can make this headline a great deal more credible with the power of “If”, so let's revamp it.

“If You Give Me 10 Minutes, I'll Show You My Secrets For Landing Your Dream Job”

This headline just got a great deal more credible because now there's an exchange on the table. Whoever is reading this is thinking that with minimal effort, they can get their dream job.

This is in contrast to the first headline which was a bit too good to be true and required nothing in return. People are wary of these, so asking for a bit of effort from your audience is actually exactly what they're looking for to legitimize an offer in their minds when they read one of these ads.

Additionally, the 10 minutes implies that these are quick secrets which won't require a lot of time or effort to learn and enact, making the offer that much more attractive.

Let's take a look at another one.

“Lose 20 Pounds in 20 Days With These Proven Weight Loss Techniques”

(Groan) We've all heard this one or some variation of it before. Arguably more ads tackle the subject of and target the audience of weight loss than anything else, so we're completely inundated with these kinds of ads to the point where very few headlines will break through. Let's try it again with the power of “If”.

“If You Have 5 Minutes, I'll Teach You How to Lose a Pound A Day With My Proven Technique”

Again we're establishing a give and take scenario. If the person interested in weight loss can give the person behind the ad just a few moments of their time, in return they'll learn the proven technique for losing a pound a day. Establishing the give and take grounds this ad and makes it a great deal more believable.

Furthermore, in this ad I tried something different by simplifying the terms to a pound a day. This removes the limit which the first ad established, so presumably you could lose a pound a day for as long as you wanted to get to the desired weight. I also amended the “techniques” to just one “technique”.

People are much more inclined to pursue a cure to their problem if it's simple, so one effective tip which cures your problem is much more attractive than having to consider and apply 10 tips.

This ties in well with our 5 minutes, as well, as this again implies

that it's a very quick fix and therefore your audience will be much more likely to fulfill any offer you have.

“Um... No Way”. The Danger of “Too Tall” Promises

Writing a great headline is a surefire way to win the (albeit) temporary attention of your reader for a few moments. The mistake which a lot of copywriters make is simply promising too much in their headlines. It's important that you shy away from using “too tall” promise copy. Some examples of too tall promises in copywriting could be:

“Lose 100 pounds in 3 months with this proven technique”
“Make \$30,000 each month with my guaranteed methods”

You've seen them before. These kinds of headlines certainly grab the attention of your reader, but the promises are so far fetched that most readers won't entertain them. Besides simply sounding too good to be true, most people have been overexposed to this kind of kitchen sink (everything but the) marketing and have been trained to not entertain it.

Even reliable copy terms like “guaranteed” or “proven” won't convince people to overlook a too good to be true scenario; the kinds of promises which induce an instant reaction from their readers who immediately say to themselves “um... no way”.

The “um... no way” is one of your biggest adversaries in the marketing world. If people don't take you seriously, you won't see any real business coming to you.

You can do much better by yourself and your reader by curtailing

your promises in your headlines to something more realistic and believable. Taking our above examples, let's take a look at them after we bring them back down to Earth.

“Lose 50 pounds in 3 months using my proven technique”

“Add an extra \$1,000 a month income stream on autopilot with my guaranteed technique”

Couple your more achievable headlines with the power of the “If” and you've got a surefire way to dismantle the “umm... no way” factor.

“If You Have 60 Seconds, I'll Show You How To Lose 50 Pounds in 3 Months Using My Proven Technique”

“If You Give Me 10 Minutes, I'll Teach You How I Make \$1,000 Each Month On Autopilot”

Both of these revamps further legitimize these claims by asking for a bit in return which most people are only too happy to oblige if they think that they'll get something out of it. It's the ads which promise the world and ask for nothing in return in the copy which get the “um... no way” toss off.

Make all of your promises realistic and couple them with your “If” device to get people back on your side and drinking the kool-aid.

This One *Copywriting* Tip Will Make You One Million Dollars Overnight

“Finally Get a 6 Pack Abs With This One Weird Trick”

Every now and then you'll see a trend pop up in the advertising

world. You've probably seen the above it before and maybe you've even clicked on an advertisement which uses this trendy copywriting tip. I say trendy because we went from never seeing it to being flooded with this one kind of ad in all kinds of niches.

Some successful ads make it a point to peak the curiosity of their readers to get their attention and this is a quintessential example of just that. Let's dissect the above ad to understand why this copywriting technique is so effective right now.

“Finally Get a 6 Pack Abs”

The first half of the ad establishes the “what” or reward of the ad. Most every guy wants the elusive 6 pack abs, so there's a huge built in audience for this ad. The “finally” also plays on the awareness in the majority of its readers that the 6 pack is truly difficult to come by and that most “fixes” or “solutions” for this problem simply don't work. The ad implies that THIS is the one which will finally be the exception which actually works.

“With This One Weird Trick”

The second half establishes the “how” of achieving the reward and is where the real copywriting tip exists so let's dissect and break it down word by word.

“This” - The “this” implies immediacy; that the trick can be discovered instantly by clicking through the ad. This is important in getting people to take the desired action of clicking through the ad to discover the trick.

“One” - People love simplicity, so rather than giving your reader a drawn out laundry list of tips for realizing a 6 pack of abs, you're telling them that there is really only one thing they need to know. It's as simple and as immediate as it can be.

“Weird” - If the rest of this ad doesn't peak your interest, the qualifier of “weird” for the word “trick” definitely gets the job done. This implies that it's something that you won't believe, something you've never heard of or considered for getting a 6 pack abs, or something which will just be interesting to learn about. In any event, you're going to click through.

“Trick” – Another word for technique or method, but trick makes it sound much more interesting, as if you're literally tricking the system and are stumbling upon a little known secret for getting a 6 pack.

One last note to make: this copywriting technique exclusively works well for the medium it was designed for; internet advertising. It wouldn't work for a television ad, it only works with the instant gratification model of the internet.

Anyone browsing the internet who sees this can presumably quickly click through and discover that trick for themselves. This really works out to be a call to action, because it's motivating you to take the action of clicking through on the ad to see what that one trick is.

Chapter 3 – The Call to Action

Call to action marketing is an important skill to employ if you have any kind of conversion based goal which will probably represent most anyone reading this.

Your goal could be anything from motivating your reader to buy your product or service, give you their email address or other information, or to even click on your Facebook “Like” button.

Each of these examples centers around the important action which you want your audience to take. Buy this, give us that, etc.

This is where call to action marketing comes in.

What Is a Call to Action?

A call to action is most often compelling and persuasive copy which you use to convince your audience to take your desired action. You want to create that final spark to get your audience motivated and carry out your objective, and the perfect phrase can accomplish that.

Conversely, if you fail to inspire your audience when the time is right, even with everything else perfectly in place, your reader can walk away because you didn't know how to use call to action marketing.

So what are some examples of call to action marketing? One place in which they are especially prevalent and noticeable is in article marketing. Go to any of the major article directories online and you'll find millions of articles written by thousands of

people with the sole objective of getting you the reader to click through their links in the resource box of their article and visit their website. Once you're on their website, they will likely have a different call to action in place, but in article marketing that's the first step.

For example, someone writes a great article about abused or abandoned animals. The article is interesting, poignant, and teaches you a lot of things which you didn't know which these animals went through.

Your objective with this article is to raise awareness for shelters and pet adoption with the ultimate goal being motivating your reader to go to your website which is a directory of shelters in the United States so that they can quickly find the one closest to them.

Traditional examples of generic calls to action marketing online would be “click here”. We can do a bit better, especially with this example. Because most article directories allow two links in the resource box, we can first say “Visit ExampleRescueSite”, then “Find and rescue your best friend today”.

These are two great examples of call to action marketing. First we're asking them to visit our rescue website which is clearly labeled in its title. That's pretty easy after the article we just delivered, but we take it one step further by hitting our reader with the even more dramatic call to action of FIND and RESCUE. Those are some powerful verbs which grab the readers attention.

As if that wasn't enough, we up the stakes by letting them know that this is their BEST FRIEND that who is in trouble here, and they need to take action TODAY. I expect that combined with a great article that this resource box/call to action would deliver a very impressive click through rate.

With article marketing and some other kinds of online marketing, you'll be using your call to action as the hyperlink/clickable text to move people from one location to another online, one step closer to your offer.

60 Call to Action Examples

Here is a list of 60 call to action examples which you can use in your own business to motivate your readers into taking whatever course of action you're interested in.

1. Click Here – The classic and quintessential call to action example for the net. Couple this with other motivational copy.
2. Download Now – People like downloads. People like immediacy. This delivers on both.
3. Immediate Download – A variation of the last one, but with even more immediacy.
4. Click Here For Details – You've baited your reader with the idea of something attractive, provide them a forum to learn more.
5. Join Now – Great for membership sites or social network like sites.
6. I Invite You To... - People usually get caught off guard by any kind of manners on the internet: a place not known for its abundant etiquette. Any time you can catch someone off guard or surprise them is a good thing.
7. Talk to An Expert – If you have any kind of authority site on a

subject in which people would want to talk to some kind of “expert”, this is a great call to action phrase to employ. Even if you're not technically an all out expert or have some flashy degree on a topic, just offering the term “expert” gives you a great deal more credibility.

8. Start Your Trial – Trial periods always make for great bait. It's not too committal and people can form their own opinions by doing a trial.

9. Get a Free – This one is completely open ended and pretty straightforward. People love free stuff, and offering free incentives is one of the best ways to motivate your audience to do anything you want.

10. I Urge You To... - Just like “I Invite You”, the implication that you are personally talking to your reader grabs their attention and is a great way to spark action.

11. While Supplies Last – You hear this one on infomercials all the time. This moves people to act while what they want is still around.

12. Offer Expires – By giving a date in which your offer expires, people have incentive to act today and ASAP.

13. Just Click Here And... - Sure this is similar to “click here”, but the “JUST” is the obvious difference. This makes it seem like the action required from the reader is even simpler AND what they'll get in return is amplified.

14. In a Hurry? Call, Email, etc. - Even if the other methods of communication aren't necessarily slower than the one advertised, it gives the impression of speed.

15. For Faster Service Call... - The same idea. Offer a phone number with that copy and people get the idea that this is the fast lane.

16. Satisfaction Guaranteed – People love guarantees. People love satisfaction. Again, just put them together.

17. Money Back Guarantee – A money back guarantee assuages your customer and guarantees that if they are less than satisfied with your product/service, they'll get their money back. Sometimes this is all it takes to motivate someone to make a purchase even of an extremely high quality product or service.

18. Full Money Back Guarantee – If your money back guarantee entails that your customer can get their money back in full, mention it. A full money back guarantee goes one important step further and cuts out any chance of vagueness in your guarantee.

19. Money Back Guarantee, No Questions Asked – This frees up your customer's worries that if they want a refund, they won't have to jump through hoops to get their money back or have to deal with a lot of questions as is standard for a lot of returns these days.

20. Get It Now! - No wait, plenty of immediacy, and the exclamation point really captures your attention.

21. Get Started Today – People have short attention spans, and they know it. If you pledge to send them something free in the mail, who is to say they'll even care or remember about you when they get it. If they can get started today, you're catching them when their interest is at an all time (and current) high.

22. Act Quickly – Sometimes you just need to tell your reader to act. You can combine this with a time sensitive call to action.

23. Limited Availability – The possibility of your stock going dry before your reader gets a chance to act can force the issue right now.

24. Best Reviewed – People like the idea that someone else has critiqued whatever it is that you're talking about or selling before them. It doesn't matter if the reviewer is Consumer Report or your best friend Dave; a review is a review and can be a weighing factor to move someone to act.

25. Best Value – If you have multiple products, assume that everyone who checks out your product line is a first time customer. By labeling something as being the “best value”, you're appealing to their wallet for them.

26. Top Rated – Another validation of the quality of whatever it is that you're promoting.

27. 1 Million Satisfied Customers – Social proof can be very instrumental as a call to action. People don't like to take risks of any kind when it comes to the internet or consumerism; seeing that you have lots of other satisfied customers who have come before you and done what you're about to do is important for some people. Putting a Twitter or Facebook count on your website is the same idea.

28. Free Shipping – No one likes to pay more than they have to. If you offer free shipping this can be enough to motivate some people. The same goes for “no tax”.

29. No Strings Attached – Same idea. People hate add ons and extra hidden charges, put their mind at ease.

30. No Commitment – You may scare someone off by requiring any kind of commitment. Exclaim no commitment and your

readers will be more inclined to give you a shot.

31. Reply Today – Telling your reader explicitly to reply today can move them to take action rather than sitting on it.

32. Buy Now – This probably should have been put higher on the list because it's so universal, but I just remembered it. You can use “buy now” in all kinds of different ways. It works great on a big button graphic on your site, and you can vary the font, size, color, etc. to really make it stand out and pop.

33. Call For a Free Quote – This combines free with useful information, great for anyone in the quote business.

34. Come in For a Free Consultation – Your doors are open. You're offering free information. Same idea.

35. Learn The Biggest Mistakes... - Peak your reader's curiosity whenever possible.

36. Don't Hesitate to Call – That impresses upon your reader that your company has HELPFUL associates who are looking forward to talking to you, so why not pick up the phone?

37. Take Our Quiz – Contrary to your memories of high school, people like taking quizzes to learn things about themselves both on and offline. Challenge people in your call to action. Say something like “Don't know what car is right for you? Take our quiz to find out”. Then you conveniently link to their ideal car on your site upon their completing the quiz and getting their results.

38. Add to Cart – Shopping is fun, so are virtual shopping carts. “Add to cart” is one step below a big “buy now” button when it comes to commitment, so some people will be more comfortable taking this step while getting ready to actually purchase. Plus it

encourages further shopping on your site.

39. Easy to Use – An idiot proof claim.

40. So Easy, a Child Could Do It – Getting specific with your idiot proof claim makes it more memorable. You can also use a variation of this; I know a certain auto insurance company who is still using a variation of this example as one of their successful slogans.

41. Idiot Proof – The MOST idiot proof claim.

42. Offer Expires At Midnight – Another time based call to action example. The verb “expire” is certainly strong language, as well.

43. Schedule an Appointment Now – In the appointment business? Remind people that your lines are open and that this is something which they can do right now.

44. Order Now and Receive a Free Gift – Another incentive based example.

45. No Credit Card Required – Requiring a credit card makes something seem much more committal. If you're offering a trial membership for something, you'll get A LOT more sign ups if you don't require a credit card number on file.

46. Tell Us What You Think – People like it when other people listen to them and want to hear their opinions.

47. How Are We Doing? - You can catch a lot of people's attention by asking your customers what they think about you such as with “how are we doing” or any other variations of it.

48. Reserve Now – Whenever someone sees the word “reserve”,

it implies that there's a chance that when that item becomes available, there may not be enough to go around. Making a reservation is a fun and privileged process, use it when you can.

49. Come See Us Today – This is a very friendly and open call to action example. Why not drop on by?

50. The ONLY Way To... - Remind people of why you are special. You're the ONLY one with whatever it is that you have in your own unique way. The other use of this is that you're telling people why they are required to do something. Giving me your email address is the ONLY way to get my free report. Get it?

51. No Charge – Another way of saying free which is better in some situations over just saying FREE.

52. We're Waiting For Your Call – Just like “operators are standing by”, this impresses upon the reader that there will be no wait if they choose to call.

53. Watch This Video Now – A free informational video sounds like a nice alternative and change to having to read, and it's ready for viewing right now.

54. Reserve a Spot Now, Limited Number of Spaces Available – This works very well for GoToMeeting type online seminars which have seat caps of 100 or 1000 virtual seats.

55. Learn the Top 3 Tips On ... – This tells that there are 3 tips to be learned about whatever subject we are reading about. We know what to expect going in, and we're curious what those 3 tips could be.

56. No Experience Required – The last of my idiot proof call to action examples, I promise!

57. 3 Days Only/Just 3 More Days – Similar to other ticking clock offers, giving a specific time frame certainly motivates people to take action sooner than later.

58. Sign Up While You Can/Before It's Too Late – A vague ticking clock is still a ticking clock. If you have a temporary offer but don't know how long that “temporary” is, this works.

59. Don't Click This Link – A bit immature admittedly, but jeeze if it doesn't work like a charm. Telling someone not to do something of course makes them want to do it. You can have some fun with this one.

60. Try Our Free (Example) At... - Have something people can use on your website? Maybe you have a neat body fat calculator on your site which is conveniently placed next to your fat loss product. It's easy to create or have someone else create a simple program like that on your site, it separates you from similar sites, and most importantly it gives you a VERY effective call to action which you can use again and again to coax people onto your site. Freebies make for the best call to action examples.

Chapter 4 – Article Writing

Being able to write an article is a very powerful skill to have at your disposal. This doesn't just refer to writing articles for article directories but can be applied to many different mediums like blogging and in this chapter I'm going to cover a lot of different techniques and tips which are to be useful in all walks of copywriting.

How to Write a Great Title

First and foremost, we'll address how to write a great title for the web which will get your reader's attention and convince them to click through.

On the internet especially, your title is the most important part of whatever it is that you are writing. You can have the best written article/body and resource box/call to action at the end which will convert 100 times out of 100, but it won't help you at all unless you have a title to attract the attention of your reader.

No matter where your article is set to appear, your title is extremely important because it's oftentimes all they'll see at first with the exception of a possible summary paragraph.

If your reader is browsing an article directory, you need that title to first grab their attention. The same goes for search engine listings as this is what's going to show up whether the article appears on your own website or someone else's.

A great title will grab their attention, but it also has to convince them to click through to read the rest of the article. Here are

some good title examples and templates to consider.

“5 Tips for Clearing Acne”

“Number” articles ALWAYS perform well for a number of reasons. First off, it clearly sets up an expectation for the reader. They know that there will be 5 things to read, no more, no less. This makes for an easy read but at the same time it sets off a kind of curiosity in the brain as you're curious either what the tips are or even how many of the tips you already knew. The keyword “tips” doesn't hurt either as everyone loves tips.

“How To Lose 50 lb In 6 Months”

“How to” articles also perform very well because people love to learn new things, and how to implies that by the end of the article, you'll know how to do whatever the subject is. In this title I also gave a finite period of time, another device to set up an expectation. You see this kind of title on fitness websites and magazines all the time because they know it works, encourages click throughs, and sells.

“Why Google Hates Content Farms”

This one's a bit random, but it certainly peaks your curiosity. To think that something as huge as Google could actually hate something is interesting and probably worth your time to read, even if you've never heard of a content farm before. If you can shock your audience even just a bit, then you have their attention.

You'll also note that all of these titles are short. Using an exorbitantly long title is a good way to lose your audience's attention very quickly and dissuade people from clicking

through. The assumption is that if the title is complicated, the article will likely be, as well, and it doesn't take much to turn someone off and discourage them from clicking on a link.

Another key in writing a great title is to make it as to the point as possible. You can get away with an adjective/adverb if it helps sell your point (think *5 Tips for Clearing Acne Quickly*), but make sure there are no words in your title which do not belong there; this is one of the biggest mistakes you can make.

Lastly, there are some tips for finding out if you have a good title before you publish it. Put yourself in the shoes of your audience, would they be searching for that title word for word? Using titles which people are actively searching for will increase the likelihood that both your article will come up in the SERPs as well as that person actually clicking on your article, because it was exactly what they were looking for.

Do a search for your title after you write it. Did it come up in the Google search bar before you finished typing it? This suggests several other people have searched for it before. Check the advertisements which appear in the search results after you enter your title search phrase. If someone has used that exact phrase in their ad, that's support that it's worth using and very relevant to that niche.

Try this in the other major search engines to broaden the experiment. The more support you get, the better that title is beginning to look.

How to Write a Great Article

Now let's move from the title and assume that people have clicked through to read the article itself. Let's think about how to

write the actual article.

We should open with a good introduction. A good introduction will:

- Establish the problem which the reader is having, mentioning why the problem is a problem/it's effects and why the reader cares about the problem. The “problem” can be easily adapted to most topics from getting rid of acne to learning how to clean viruses from your computer.
- Set up the reader's expectations for the rest of the article by mentioning your solution to the problem. This is something we did with the title, as well, but it should reinforce the focus of the article so that the reader knows what they should expect so that they'll read the article in full. As for the solution, you don't have to explicitly mention the solution, just mention that you have one and it will be revealed through the rest of the article.
- Stimulate your reader's interest/curiosity. You can do this through an intriguing statement which gets their attention, for example.
- Establish your tone as a writer which will be consistent throughout the rest of the article.
- Establish and begin to nurture a relationship between you and your reader. Make sure you come off as an authority on what you're talking about right out of the gates.

Next is the body of the article. If your education was anything like mine, in middle school you learned to write in the intro/3 paragraph/conclusion format. This isn't a hard and fast rule anymore; there's a world of difference between getting an “A” and making a sale.

As I mentioned earlier, splitting your article up into as many paragraphs as possible is the most effective I've found. In other words, 10 short paragraphs is MUCH more preferable over 3 long ones.

This keeps people's attention much more easily because new paragraphs refresh the brain and are easier to read as opposed to a long paragraph of a dozen or more lines in which you can lose site of which line you were reading.

The body of the article itself should describe the solution to the problem. Note that you don't have to give away the complete solution in the article itself if you're promoting something which is specifically the solution to the problem.

There's obviously a difference between explaining WHY the solution works and explaining HOW it works. By sticking to the “why”, you can leave the “how” for your resource box/website.

The final part of the academic format is the conclusion. We're going to deviate from the academic definition of a conclusion which is that a conclusion is something which is used to recap/summarize your points and is necessary to end your article with.

Again, we're not going for grades, but sales; therefore when writing a great sales article, the conclusion is superfluous because we have something very different called a resource box where we can include a very strong call to action. Even if you're not writing for an article directory, you still have a resource box where you'll likely be linking to your offer, albeit not a literal resource box.

The bottom line is that when it comes to article marketing, especially on article directories, the best way to handle a

conclusion is to leave it out completely.

Many people (including myself) who have just read a long article and come to the conclusion will instinctively click away and move on once they get to the point where the author begins recapping/repeating themselves needlessly just to take up space, feeling that they've finished with that article.

You may be worried that ending your article in this way may be a bit too abrupt. Even if you're in the middle of a thought when you end the body portion of your article, that's completely fine so long as you pick it up in your resource box.

On article directories, this makes it look as though the resource box is a linear part of your article. This way it doesn't look like it's there for the sole purpose of selling like it absolutely does if you throw a summarizing conclusion in between your body and resource box, thus turning people off and oftentimes making it easier for them to ignore it.

How to Write a Great Article Resource Box

A big part of what makes article marketing on article directories is the article resource box – this is your payoff for writing the article, the part of your article where people have to chance to visit your website.


Even if we're just writing a post on our website or blog, we can think of the title and article itself as the build up where we've been whetting people's appetites for whatever it is that we'll be linking to at the end of the article.

We've done our “preselling”, so all it takes is a strong call to action and presumably a link to send them off to a product or

even just another page of our site. Wherever we're sending that reader, we should have no trouble getting that person to click through our links if we have done the preselling effectively to warm them up.

Everything which you have done from writing a compelling title to a great article itself is in an effort to get people to click on your links and on article directories these are found in your article resource box.

Specifically as it relates to article marketing, generally a 20% click through rate is considered pretty good, and this is just about what I'm averaging as you can see here on Ezine Articles after writing a little over 2000 articles.



Account Statistics		Overview
URL Clicks:	74,439	
Click Rate:	20.5%	
Live Articles:	2,133	

This number would be a lot higher and has been in the past couple of years especially, but the first year or so back in 2006ish, I didn't really know what I was doing when it came to writing a great article resource box so I had a few hundred articles with abysmal click throughs which are really bringing down my average overall.

In reality, I'm closer to 25-30% these days, or more than 1 in 4

people click through my links to my landing page from my article's resource box.

That number may still sound low if you've never done article marketing before, but that's the reality of the situation when it comes to the internet. The good news is that generally the 25% of people who do click through are very targeted and more likely to purchase whatever it is that I am promoting.

So, what makes for a great article resource box?

The most important thing to convince people to click through your links is to use a powerful call to action. Refer back to the call to action examples chapter as those examples all work to inspire the reader to take some kind of action which begins with them clicking through the link.

If you have some sort of freebie incentive to give away on your landing page, definitely mention it in the resource box as people love freebies and this will definitely encourage them to click through in a way which simply mentioning a product or more information will not.

Also, if the website which you are posting your article to allows dofollow links/link juice, remember to use your keywords as your anchor text so that you can have that pointing back to your website.

This helps the search engines identify what your website's content is about and increases the chances that it will appear in the SERPs when someone searches for that keyword.

You have the choice of writing a new article resource box for every new article, or you can reuse the same one(s) over and over again.

Writing fresh is more time consuming and can be hit or miss, I've had great results when tailoring the article resource box to the article very specifically and other times I've experienced horrible click throughs.

Some marketers recommend always writing fresh with every new article, but I much prefer to use what I know has converted well for me in the past.

Here are the stats for some of my best performing article resource boxes:

	<u>Views</u>	<u>URL Clicks</u>	<u>Click Rate</u>
View Article	19	28	147.4%
View Article	92	96	104.3%
View Article	104	72	69.2%
View Article	164	112	68.3%
View Article	72	49	68.1%
View Article	103	70	68.0%
View Article	162	110	67.9%
View Article	806	539	66.9%
View Article	23	15	65.2%
View Article	67	43	64.2%
View Article	414	263	63.5%
View Article	476	302	63.4%
View Article	56	34	60.7%
View Article	174	105	60.3%
View Article	57	34	59.6%
View Article	17	10	58.8%
View Article	70	41	58.6%

I'll usually take my highest converting resource boxes and recycle them over and over again if it works for the article, pasting in my keyword in the anchor text spot. I don't enjoy the same +50% click through rates, but I get a percentage which I am happy with at at least 1 in 4.

Obviously this isn't going to work if you're writing about a large array of different things (even in the same niche) with every new article, but in some situations you can use one of a few existing resource boxes which you know perform well for you because they have in the past.

Remember when you've finished writing your article resource box to ask, if you were a random internet browser, would you click through your own box? Put yourself in their shoes with the same predicament which the article and resource box is attempting to solve; if you wouldn't click through then tweak it again.

Article Syndication – How to Syndicate Articles

Article syndication is the most important of my 3 reasons to continue [article marketing on article directories](#). Sure, even in this post Panda Google world we can get backlinks and some traffic coming from publishing our articles on an article directory, but we'll almost always get just as much if not more traffic and link juice (depending on the sites involved) if and when our article gets syndicated on another webmaster's site.

Article syndication, if you're unfamiliar with it, means that another webmaster takes your content and republishes it word for word on their website while giving you full credit and any links intact pointing back to your site, typically in the resource box.

Syndication is a very powerful way to [increase website traffic](#) and because your content is being exposed to a new audience and you're picking up some potentially very powerful link juice.

My content for my various sites has been syndicated hundreds of times on hundreds of sites around the web. I have thousands of articles submitted to Ezine Articles and as you can see from this pic I just took, I have dozens of articles which have all been syndicated 10 or more times individually:

<u>ID</u>	<u>Title</u>	<u>Views</u>	<u>URL Clicks</u>	<u>Click Rate</u>	<u>EzinePublisher</u>	<u>Emailed</u>	<u>Comments</u>	<u>Votes</u>	<u>Rating</u>	<u>Pub. Date</u>
				22						05/20/2011
				22						08/01/2011
				20						08/20/2011
				20						08/23/2011
				19						01/15/2009
				19						07/16/2011
				18						08/29/2011
				18						07/09/2011
				17						08/31/2011
				17						05/07/2011
				17						07/16/2011
				16						07/25/2011
				16						08/17/2011
				15						08/03/2011
				15						08/25/2011
				15						08/08/2011
				15						06/21/2011
				14						09/05/2011
				14						07/11/2010
				14						05/13/2011

Most of those articles are recent from the past few months or so. I like to think I know a few things about how to syndicate articles, so here is your guide to article syndication.

First, remember to always submit your content to your site before you submit it to article directories (see [submitting an article to my site versus an article directory](#)). Next, consider these 4 article syndication tips when actually writing your articles with syndication in mind:

1. Longer Articles Syndicate Better Than Shorter – In my experience, my longer articles produce better than my shorter ones. This isn't just because there's more perceived quality and information in longer articles but also in my case because there are occasions when I'll write an article and it will be just under the article directory's minimum word count and I'll have to stretch it out and typically the quality will suffer.

Of course when I'm really passionate about what I'm writing about I'll go well over the minimum mark by hundreds of words and this represents some of my best writing which will consequently get syndicated more frequently.

2. Don't Sell – This one makes sense, but no webmaster wants to put an over-hyped sales letter on their website. They want informative content which asks very little to nothing in return.

3. Be Entertaining – People will prefer entertaining and quirky informative articles over purely informative articles every time, so deliver that to them. This makes you stand out from the typical writing voice, and it will make that webmaster's site seem more fun at the same time, so this kind of writing is more likely to be syndicated.

4. Controversy Sells – Being controversial or provocative with

what you're writing is a great way to get published on someone else's site, even if they disagree with you!

Article Syndication Sites

There are lots of article directories which are great for article syndication sites. I recommend Ezine Articles above all others because it's easily the most trafficked, popular, and quality article directory online.

Submitting your articles there is the best solution for getting it noticed by the most webmasters who are looking for content for their sites and it's in Ezine's TOS that your resource box has to be left intact so all of your links will pass link juice and traffic from that webmaster's site to yours.

Don't focus entirely on established article directories, however. You can find your own article syndication sites by making note of who is republishing your content then contacting those webmasters and offering to get them your content before you publish it on Ezine (but after you publish it on your site, of course).

If they liked your content enough to syndicate it in the first place then odds are that they'll do it again.

You can do this to build up a substantial clientele of websites which you can send your new content to so that you can bring in a number of new backlinks on websites within your niche with every new post which you make.

Chapter 5 - Sales Page Copywriting

The subtlest of details and differences in your copywriting can result in the largest conversion differential, even if your reader doesn't consciously pick up on it themselves.

Copywriting for a sales page is all about completing the sale and one of your biggest weapons is your copy. I recommend a healthy mix of copy and video/images.

Engage your reader in as many ways as you can to keep them on their toes and use the following sales page specific copywriting tips to score that conversion.

1 – The first few points I covered in opening but they're just as important if not more so when creating a sales page. First, vary between shorter and longer sentence length to give your writing a distinct rhythm to it but avoid run on and overly lengthy sentences.

2 – Keep your paragraphs short. It's much better to have a dozen or so three sentence paragraphs than four different nine sentence paragraphs.

3 – Use your own voice and make it conversational. Address your reader and interact with them through your writing as if you were having a conversation with them in a restaurant.

4 – Use images and video to break up the monotony of text and better engage your reader. You can bore your reader and take them out of what you're trying to convey to them and sell them on by going overboard with text.

People have very short attention spans these days and believe that they are very busy (even when they aren't), so you have to cater to that and keep them engaged as often as possible.

5 – Make note of your audience and write with them in mind using language which they'll be comfortable with. Identifying your audience also makes it easier to put yourself in their shoes.

6 – Weave in your personal history to build a rapport with your reader. Every product exists to solve some kind of problem and its features can be accentuated to establish how it will solve that problem. Explain how you were once in their same position to make it easy for them to empathize with you early on.

7 – Open with a question which your reader will say “Yes” to. This precondition makes them much more likely to agree with you later when you hit them with your offer.

8 – Use powerful words to energize your writing and get your audience on the same level as you, words such as “blazing”, “breakthrough”, “dominating”, “revealed” will get your reader's attention more easily and get them psyched up for what's coming next.

9 – Use bullets, subheadings, and numberings to create itemized lists of represented “pros” why your reader should purchase that product. This also further breaks up your text.

10 – Don't use even ONE extra word than you need to. Your words should all be deliberate and help to build your sale. Extraneous words derail your argument and no one likes to read more or spend more time on something than they need to.

You can also check out a real life example of a sales page of mine in the songwriting niche. Besides being heavily into online

marketing and copywriting, I love writing and recording music and have put together a very effective songwriting eBook covering my best methods for learning how to write a song.

Here Is My Sales Page For That eBook

Note my use of headlines, broken up text, lists, images, testimonials, and even sound on the page. This page converts pretty well which can be attributed to the fact that I believe that I over-deliver on this sales page which is something I believe in.

I show my potential customers the table of the contents of the eBook, tell them everything they'll be getting with it to ease and assuage their fears or reservations, and top it all off with a 30 day money back guarantee.

On a side note, I put together that page in only about 30-60 minutes using a particular WordPress theme called **Optimize Press**. Check out my **Optimize Press video review** for more information on why it's my favorite clean theme for creating sales pages, squeeze pages, **Google fluff pages**, or just plain blog pages all with push button ease.

I believe in transparency above all else when you are selling something; it improves conversions when someone knows what they're getting in full to cast away any reservations they may have and additionally this makes for a near zero refund rate because again they know exactly what they're getting with their purchase.

6 Tips On How to Write a Great Headline

I'll end this chapter with a very important section on writing a great headline. Unless you're going solely with an autoplay video on your sales page, your headline is the first thing which people will generally see and will be looking for.

Therefore you want to grab them early on with a relevant and captivating headline to draw them into your sales page. Here are 6 tips on how to write a great headline.

Alliteration, Rhyming, and Rhythm Will Make a Headline Memorable

Similar to a catchy jingles for companies which you'd hear on the radio, effective use of the above listed copywriting devices will make your headline more memorable, thus increasing the chances that it will become embedded in their head and help to motivate them to take action later.

Fonts Matter

Use a stand out/impact font and use bright and dynamic colors. There's a reason you see a lot of bold black mixed with red combination fonts.

Stick to just 2 colors generally though so it doesn't get too complicated and begin to lose its effect. The second color should be used to highlight choice words which you want your reader to notice especially in your headline to make it pop and stand out from the rest of the copy.

Reference Your Solution Early on in the Headline Itself

A lot of marketers like to tease their readers and build suspense

when they would be much better off simply just referencing or at least alluding to the solution which they are offering right off the bat so that their readers know why they are there and know that they have an incentive to continue to read.

People are becoming increasingly cynical on the internet as time progresses, and their attention spans for a sales page are closing with each year, so stop playing games and start giving them something tangible from the start.

Write to Your Audience

This is a big one which is easy to rush passed in favor of writing simply what you think is a catchy headline. Identify who your perfect customer would be and write a headline that you know they would respond to whether that's appealing more to their emotions or conversely a more fact and statistical driven headline.

Avoid Negative Language

The human brain does not respond well to negative language and is subconsciously oftentimes dismissive of it. So whether your reader recognizes it or not, a headline such as “ No More Suffering With Chronic Back Pain”, subconsciously they'll perceive it as “More Suffering With Chronic Back Pain”. Avoid words like “no”, “not”, or “won't”.

Split Test... Then Split Test Again

I mentioned it earlier but split testing your headline is the best thing that you can do time and time again while tracking your results. Don't change your headline in combination with anything else on the page as that makes it difficult to gauge whether it was a price change, a site design, or your headline

itself which caused the boost or decline in conversions.

Chapter 6 - Press Releases

Press release marketing is another invaluable source of traffic which you can't overlook as it brings in both traffic and link juice which will help your site rank better.

Writing a press release is somewhat of an art and publicists and other PR people painstakingly invest a great deal of time getting the copy just right, so it goes without saying that copywriting is a major cornerstone of a successful press release.

The purpose of writing a press release from a webmaster stand point is to acquaint people with your website, letting them know what it is that you do and why they need to care about you. You can use a press release as a forum for promoting a product if you have one, as well.

When writing a press release, make sure that you have something worth writing about. Even the most mundane website niches can be presented as such if you put a little thought into it.

Where to Submit Your Press Releases

There are plenty of free sites for press release submission as well as a lot of premium ones. Generally the difference between the free and paid options is that the premium options give you more features such as being able to use video, images, and anchor text which can be worth it if the press release submission site is of a high PR and authority.

<http://www.freepressrelease.com/>

This is a good site to submit your first press release to. It is run by WordPress, so you actually create your own login name and password as a guest author through their WordPress page, then you make your press release submission just as if you were writing a post on your own blog within WordPress.

<http://www.free-press-release.com/>

Note that this is a different site from the first site. It's also free but it offers a premium option where you can include video, anchor text, and a few other features. The format of this site is more like an article directory when it comes to submitting. Whenever I submit a free press release submission here, they track how many views you get to your press release and I'll typically find that I'll get a few dozen views in the first couple of hours alone; so it's definitely worth your time.

<Http://www.PRweb.com>

Getting indexed on PRWeb can get you a great deal of powerful link juice to your site. It's pricey, but it is definitely a wise investment for your site and should pay you back if you've **monetized your site** correctly.

There are plenty of other free and premium press release sites, so do a quick Google search to find more options.

A Sample Press Release

I'm going to show you an actual press release example which I've used in the past which has brought in a great deal of traffic to ConvertingCopy.com.

This traffic was incredibly targeted, as well, as is usually the case

with traffic which you receive off of press releases because your press release tells the reader exactly what they'll expect when visiting your site, so anyone who clicks through the links in the release to visit my site is coming in this case expecting SEO and copywriting tips which I deliver on a daily basis on [ConvertingCopy](#); so again this is a very powerful form of marketing which you should be using.

Here's my sample press release:

Today, roughly 3.2 billion people, or just under 50% of the entire world's population, are regularly using the internet.

Not only does this mean that there is more traffic online than ever, but it also means that there are more competing web pages vying for top search engine spots than ever. Statistically on average, a person using a search engine will click on the number one listed website for their search term roughly 41% of the time.

Consequently, search engine optimization has become big business in recent years as the internet and specifically search engines have grown in popularity as the implications of reaching the top spot in Google or any other search engine for a particular keyword have become clear.

More than 50% of optimizing your website for the search engines is quick and simple to implement if you know what to do.

Unfortunately, SEO companies charge substantial amounts of money to webmasters desperate for those coveted search engine rankings in order to perform this search engine optimization.

Enter ConvertingCopy.com – A free website devoted to teaching

webmasters daily SEO and copywriting tips to employ for reaching the top of the search engines and converting on that traffic once it reaches their sites.

Started and maintained by Paul Ventura, an SEO and copywriting specialist with 5+ years experience in ranking websites, ConvertingCopy.com teaches webmasters the fundamentals of SEO and copywriting with daily lessons under the assumption that you don't need to break or even touch the bank to learn how to rank atop the search engines and gain the maximum exposure for their businesses online.

In writing this press release, I offered a couple of impressive facts about the internet and search engines in terms of how many people are using the internet today and generally how many people click on the number one listed website for their search term.

People love stats, and both of these grab the reader's attention and this sets them up for the next point where I introduce my website as the free solution to learning how to get their websites in that number one search engine position and establishes my site as the free alternative to pricey SEO companies who charge for things which most webmasters can do themselves very quickly and easily.

10 Press Release Tips

Here are 10 press release tips which you should keep in mind when writing and to get the most out of your release.

1. Your press release should be written in the 3rd person, so write it as if someone else were talking about your website or business.
2. In the same vein, never address your reader directly unless it's part of a quote.
3. If possible, include at least one quote in your release when applicable. This should be something positive and impressive which someone else said about your site.
4. Keep keyword research in mind here, as well. Press release sites are in many ways like article directories and are capable of ranking on their own, plus it will help your site rank for those keywords, as well, so use it in your title as well as in the body, tags, and even as anchor text if possible. Some sites allow for you to use anchor text/hyperlinks whereas others do not or only with a premium membership.
5. Write your press release somewhere between 250 and 300 words. It should be enough to paint a sparkling picture of your website/service but at the same time it shouldn't be too long so that you're losing people's attention, supplying superfluous information, or boasting too much about yourself.
6. Include an image if you can as this helps your press release stand out from those who don't use one.
7. Close with a URL to your site as you've got to figure if someone has taken the time to read your entire press release, they'll likely want to check out your site, as well. A lot of sites do this

automatically for you when you input your website's URL with the rest of the release.

8. Generally there isn't a rule against submitting to multiple sites. If you're submitting to a high PR site like PRWeb or another high quality premium site then you would likely make your press release unique for them, but for the free sites you want to get your press release in front of as many audiences as possible.

9. I recommend writing and submitting a new press release or at least a new version of your existing press release every few days as this will keep it fresh on press release sites as well as in search engines for press release results.

10. In continuing with the last press release tip, split test your press releases by writing one and submitting it then tracking your results. Write a brand new press release and submit it again to see which gets more views and then more click-throughs. It's not going to be as obvious as split testing something like PPC ads, but continue doing this and your press release will continue to get stronger with each new revision.

Chapter 7 - SEO Copywriting

Copywriting for the web and SEO are NOT mutually exclusive. Search engine optimization is the other half of what ConvertingCopy.com revolves around. Search engine optimization or SEO refers to optimizing your content and doing things to increase the likelihood of your content reaching the top of search engines like Google.

Before I go any further, I should mention that I talk a great deal more in my online marketing dedicated book “[**The Complete Online Marketing Bible**](#)” which tackles everything you need to know to market your business or website online (and nothing you don't).

You can read more about it at

<http://www.convertingcopy.com/resources/the-complete-online-marketing-bible/>.

Obviously you want your copy to be persuasive and conversion driven, but at the same time you want your copy to be found and actually read by people to give you the chance to convert. One of the best ways to get traffic is organically through SEO because you don't have to break the bank like you do in paid advertising. The trade off is that it takes time to rank your web pages, but let's go over a basic overview of SEO in terms of copywriting.

The first thing you need to do is decide which keywords you would like to rank for. A [**good keyword**](#) meets 4 major criteria points.

Relevance – First, the keyword should be relevant to your website's theme or subject matter. You're not going to be

targeting car related keywords when you have a puppy care website and vice versa.

Search Volume – The search volume, or rather the number of people searching for that keyword per day, week, whatever time frame ought to be high enough to warrant your time. “High enough” is subjective here and will differ according to other factors such as how much you think is worth your time as well as the competition for that keyword.

Competition – This refers to the amount and strength of other websites which are also competing and trying to rank for that keyword in question. If a keyword is especially relevant to your site and has a great deal of search volume, if you know that the websites currently ranking for that keyword are too strong and borderline impossible to take down then you might move on.

Commerciality – This is an oft overlooked but essential keyword for webmasters interested in monetizing on their traffic on any level. A keyword can meet all of the other criteria to be called a “good” keyword, but if it won't lead to the conversion that you want then you're wasting your time in trying to rank for it.

You can think of it this way; is that keyword you're looking at going to bring in TARGETED traffic to your site, or just traffic? Note that this is different from relevance. A keyword can be relevant to your niche but not encourage conversions.

Here's a very basic example: you have a dog related website which has information on how to care for your dog. One keyword phrase which offers little commerciality would be “how long do dogs live”. This keyword may bring in a lot of traffic, but most of it is just people looking for an answer to a dog related question.

On the other hand, someone searching for “dog collars” is likely looking to purchase a dog collar for their pet and there is more money to be made. Again this is a very obvious example but you get the idea that in some niches, unless you're just looking for readers, some keywords are going to be much more valuable and worth your time than others.

You can use a number of keyword tools to get the stats and analytics on the keywords you're interested in looking into and you can even use them to find other relevant keywords you may want to target but didn't think of.

My personal favorite is [Market Samurai](#), the best free/overall keyword tool for finding the information you are looking for.

If the competition for the keywords you're looking at is too fierce, try some long tail or [LSI keywords](#) instead.

How to Gauge Keyword Commerciality Quickly Using Adwords

I didn't want to get too off topic earlier, but there are quick ways to gauge the value of a keyword for your purposes and one of the best is to use Adwords.

Low keyword commerciality simply suggests that the people who are using that particular keyword aren't looking to spend any money.

Again though it's not just about spending money, it's about taking the kind of action you want that visitor to your site to take. This can be signing up for your mailing list or generating any other number of leads.

If you're getting a lot of traffic from a particular keyword but that traffic isn't converting even though it's highly relevant to your site, you can assume that that keyword has low commerciality and isn't worth your time to try to rank for it.

That's why you should never overlook the importance of the final key in keyword research that is keyword commerciality. Even if you find a relevant keyword which has high search volume and low competition, there isn't much of a point to targeting it if it won't convert.

The problem with gauging keyword commerciality is that you can't really gauge how commercial a particular search phrase is until you've generated a decent enough amount of traffic.

Luckily we can do this extremely quickly (like with so many other things) by using paid advertising like Adwords.

1 – Look at the Competition Levels

On a very surface level, we can use tools to gauge the competition levels for those words in Adwords. Note that I don't mean organic competition, I'm exclusively referring to its competition amongst Adwords bidders. With this method we're letting other webmasters/advertisers do the heavy lifting for us and considering what they consider to be a valuable and commercial keyword.

Note this diagram I copied from a quick Google Keyword Tool search on the next page:

<input type="checkbox"/> Keyword	Competition
<input type="checkbox"/> ☆ health insurance	Medium

<input type="checkbox"/> Keyword ideas (100)	
<input type="checkbox"/> Keyword	Competition
<input type="checkbox"/> ☆ health insurance for individuals	High
<input type="checkbox"/> ☆ cobra health insurance	High
<input type="checkbox"/> ☆ student health insurance	High
<input type="checkbox"/> ☆ low cost health insurance	High
<input type="checkbox"/> ☆ health insurance companies	High
<input type="checkbox"/> ☆ cigna health insurance	High
<input type="checkbox"/> ☆ e health insurance	High
<input type="checkbox"/> ☆ health insurance illinois	High
<input type="checkbox"/> ☆ first health insurance	Medium
<input type="checkbox"/> ☆ find health insurance	High

Now compare it with this diagram I copied from my own Market Samurai search for the same keywords:

Keyword (12 active, 0 removed, 0 filtered)	Searches	SEOT	PBR	SEOC	SEOTC	SEOUC	SEOTCR	Trends	AWT	AWC	AWCPC	AWCTR	AWV	SEOV ▼
health insurance	8,088	3,397	45%	86,700,000 ↗	1,200,000 ↗	767,000 ↗	1%		761	97%	\$25.36	9.41%	\$19290.84	\$86143.40
e health insurance	95	40	24%	228,000 ↗	189 ↗	31,600 ↗	0%		10	95%	\$84.31	10.59%	\$851.53	\$3376.10
health insurance companies	595	250	37%	3,200,000 ↗	13,100 ↗	20,100 ↗	0%		45	97%	\$9.52	7.53%	\$426.69	\$2379.32
health care	1,989	835	30%	275,000,000 ↗	4,800,000 ↗	2,450,000 ↗	2%		73	70%	\$2.79	3.67%	\$203.67	\$2330.76
low cost health insurance	325	137	25%	728,000 ↗	8,120 ↗	4,380 ↗	1%		31	98%	\$13.91	9.41%	\$425.92	\$1901.52
student health insurance	217	91	67%	1,030,000 ↗	14,900 ↗	6,960 ↗	1%		11	96%	\$15.06	4.98%	\$162.80	\$1372.48
health insurance for individuals	118	50	55%	483,000 ↗	8,110 ↗	3,360 ↗	2%		5	96%	\$13.35	3.99%	\$63.01	\$663.62
cobra health insurance	266	112	67%	270,000 ↗	4,610 ↗	4,100 ↗	2%		14	94%	\$5.16	5.38%	\$73.99	\$577.13
health insurance illinois	79	33	24%	112,000 ↗	17,400 ↗	495 ↗	16%		6	98%	\$9.74	7.48%	\$57.47	\$322.78
cigna health insurance	118	50	55%	121,000 ↗	2,770 ↗	1,930 ↗	2%		10	89%	\$4.89	8.46%	\$48.95	\$243.08

I love Market Samurai because of the far more detailed information which you can get from it such as how many clicks you can expect to get from your add based on search volume for that keyword, of course how competitive that keyword is on Adwords vs. every other keyword (the best clear cut indicator of competition), and even things like a rough estimate of how much you can expect to pay to bid on that keyword.

This gives you a lot more information to consider in addition to simply would a keyword be considered commercial.

Additionally, I tend to trust it over Google's data in their keyword tool Remember the keyword module can be downloaded FOR FREE, so check it out if you get a chance.

2 – Do Your Own Research

To get an even better idea we can spend some money at do some of our own research. We simply bid on that keyword and track the traffic which is exclusively coming from those ads to our site and track those visitors' actions once they reach our site.

If not enough of a percentage of that traffic is converting on your goals, you know that that phrase has little commerciality.

In this way, paid advertising can be the most authentic and accurate real life way to decide which keywords to target organically, as well.

If you know that a keyword is incredibly commercial but has a little more competition than you'd normally consider when doing your keyword research, you might hunker down and work extra hard to vie for that phrase knowing how valuable it would be for you.

Long Tail Keywords

You may have heard this term before. Long tail keywords are those which stem from more generic and popular keyword phrases.

Long tail keywords are much more ideal for targeting when it comes to online marketing because you have a better chance of ranking well for it because there is less competition for it, plus these keywords are much more targeted for your audience, so anyone searching for a long tail keyword which you rank well for is more likely to “convert” on whatever goals you may have. Let's take a look at this long tail keywords chart for more information on this:

As you can see, larger, more generic keywords break down into smaller, more targeted groupings of keywords. So “guitar” breaks down eventually into the more long tail keyword of “online guitar lessons”. This is an obvious example, but someone searching for online guitar lessons versus just “guitar” or even “professional guitar lessons” is specifically interested in taking online guitar lessons, so ranking well for that would be much more profitable for you (assuming you have an online guitar course) than ranking well for something more generic like “guitar” as anyone searching for this is likely more interested in generic information on the topic of the guitar.

The point is that long tail keywords are the keywords which you should be targeting as they have more of the qualities of what is a good keyword: relevancy, search volume, and low competition.

On Page SEO Factors

One of the most basic things which a webmaster should

understand is how to do on page SEO and the on page SEO factors to consider when both creating a new website or when adding new content and pages to an existing website.

On page SEO predominantly pertains to tweaking your site's code, choosing the right keywords, and optimizing your content overall to make it more attractive and identifiable to Google and other search engines' web crawling bots so that they will in turn rank your site higher in the SERPs.

Here I've expanded on the major techniques which you should implement on your site if you want to rank and rank well at that.

Keep in mind that the weight which search engines place on these techniques is subjective as no one knows for sure the algorithms behind Google's and other engine's ranking practices. No one factor is ever been unanimously considered to be more paramount than all others, so don't overlook any of these techniques. Most of them are quick and simple to implement, so there's really no reason not to, either.

Keyword On Page SEO Factors

I've said it before and I'll say it again: keywords are the gateways to your site and they play a huge role in on page SEO.

Once you know what is a good keyword and how to do keyword research, then you can find the keywords which you should be using for your on page SEO. WordPress combined with a good free SEO plugin like [**All in One SEO Pack**](#) makes implementing most of the following keyword related on page SEO factors simple as can be, but let's take a look at where we need to make sure to effectively use our keywords.

Keyword(s) In Title Tags – The title tag is the line of clickable text which appears in Google's SERPs for each ranking page. This is also the text which appears at the top of your browser's window in naming or identifying the page which you are currently browsing. It's important to work your best (most relevant, highest searched, lowest competition) keywords into your title tags as Google will consider this over most factors when indexing and ranking your page and in general in determining what it's about.

Keywords In Heading Tags – Effective use of heading tags helps Google know what is most important on your site, and what text it should pick out over the rest. It's been estimated that most people when opening a new page will first instinctively read the top left of your page before other elements. Consequently, your most important message using your most important keyword that you want to get across should be here and ideally using the H1 tag.

From here, less important keywords should be put in H2, and even less important but still noteworthy keywords should be in H3, and so on. An effective use of heading tags is a valuable skill to have in on page seo.

Keywords In the Body – There is no substitute for good content, and in SEO a large part of good content is effectively including keywords where applicable. This means no over saturation because as I mentioned in the last chapter this will get you penalized and possibly de-indexed. A number of SEOers have argued for years over just the right saturation which will get you ranking well but not penalized and they have thrown out different figures to try to answer this magical radio.

My advice is to not waste your time trying to crunch ratios as there is no perfect ratio. Besides, you have better things to do

with your time and other ways to optimize your site. Just make it look natural and don't over think it and you'll be fine.

Words Surrounding Keywords – This all may seem a bit redundant, but the words around the keywords are just as important as the keywords which you include to begin with, as well.

Google not only looks at the keywords which you are targeting, but it looks at the words surrounding them to get a better idea of what your site is about, not to mention that it does this to check you on keyword stuffing and make sure you're not doing anything “black hat” which could get you in trouble.

Keyword In Domain Name – This takes some careful planning, but many SEOers agree that this has a decent amount of bearing on how Google ranks a site for a keyword. In continuing with this point, you can set your site up as it expands to be more SEO friendly by naming subdomains after keywords, as well. So be as specific as possible when naming if you can. For example name a subdomain of a music site “gibson-guitars” rather than just “guitars”.

Note the use of the hyphen in the example. Hyphens represent spaces, so if you are using keywords in your urls, break them up. While keywords in the subdomains don't carry quite as much weight as the top level of the domain, they're nonetheless important and helpful to Google in identifying what your site is about.

Keywords In Alt/Image Tags – If you've got pictures on your website and want them to show up in image search results, you've got to tag them by placing the appropriate keywords inside the alt tags of each image. It's also helpful in case some web browsers don't load your page/its images properly so that

web users can still see what the image was meant to be as most browsers will still show the keyword which you included in the alt tag.

Keywords In Anchor Text of Internal Links – Just like with external links pointing to your domain and pages, whenever linking to another page on your site, make sure that you make the link using anchor text consisting of keywords which you want pointing to and associated with that destination page as this greatly helps Google in putting the pieces together, as well.

Keywords in Strong/Bold Tags – These tags make your keywords stand out a bit more from their surrounding text to web users as well as Google's search bots. These tags are ideal when something isn't on the same level as say something in an H1 tag, but you still want to stand out from the rest of your copy.

Keywords in Meta Tags – About where you included the title in your site's code you can include a meta description and meta keywords. If the title tag as mentioned earlier in this article is the clickable title in the SERPs, the meta description is the short summary of what your site is about which appears below it.

If you leave this blank, Google or other engines will form their own description of your site using some of your content. If you don't like the sound of that, you can add your own. Keep in mind that while it doesn't have much bearing on your ranking, it's important for display purposes/what the web users will see when viewing your site in the SERPs.

What Constitutes Duplicate Content?

An oft asked question associated with SEO related to copy is what counts as duplicate content and what is the penalty? Time after time I'll hear people misuse the phrase duplicate content while cowering in the corner at the very sound of it and the "penalization" which supposedly goes along with it.

I get a lot of duplicate content related questions when webmasters ask about publishing content both on their site AND external sites. Obviously you want as much traffic and link juice as possible, not to mention you want to publish your best articles at as many places online as possible, but you don't want to get penalized for it, either.

To set the record straight, there technically is no such thing as punishable duplicate content on different websites, only on the same site. For example, if you post the same article on your site in two different places, that's a blatant example of duplicate content which can hurt you.

There are also examples of unintentional duplicate content on one site such as regular versions of a page plus a stripped down version designated for mobile devices or having printer ready versions of a page. Basically Google doesn't care if the exact same content exists in two places on the same site so long as it's not intentional. The only issue that arises here is that Google can only index one page but doesn't know which to choose, and sometimes it becomes the one the webmaster doesn't want.

When it comes to other sites, duplicate content penalization is again largely a myth when it comes to Google itself. Unless you're reposting the same article on DOZENS and DOZENS of other sites, there generally isn't anything wrong with reposting content from your site elsewhere online.

Spokespeople from Google have clearly pointed out that they don't bother with most of these cases, and it's only when it's very malicious and intentional.

Some sites such as higher profile article directories have issues with your reposting content from your site to theirs just because they don't want to republish information which is already available elsewhere. If you're feeling uptight about it, then think about editing a bit of your original article before you submit it elsewhere to make it unique again. You should do this with the bigger article directories in particular who are more likely to check and search for that content before they'll accept it, but again there is no site penalization for doing this.

Chapter 8 - Blogging

Blogging just means writing for your website but it's important that you consider your copy here just like anywhere else because you are representing yourself through your blog posts and not just yourself you are representing the copy for your entire blog.

If anything about your writing is sloppy or underwhelming then you'll likely lose a potential lifetime reader just like that, so consider the tips in this chapter for writing better blog posts.

How to Write for a Blog - 3 Tips For Writing Better Blog Posts

As a webmaster you likely know the importance of writing great content for your site, but you might not know the best way to go about doing this or even what makes great content. Let's take a closer look at how to write for a blog; specifically what makes for great content.

First, use your own voice and be yourself when writing your content for your blog. Act as if you're talking to a friend, explaining the subject of your post to them. Use the same words which you would in that conversation. Not everyone is a skilled or even a comfortable writer, so rather than stifling your own voice while trying to be something you're not, use your own unique voice.

This will both help to make your writing more unique but will also enable your audience to identify and connect with you on a more personal level which more effectively gets them to comprehend what you're trying to say. Don't sweat the rules of grammar or syntax and don't try to fit into the mold of anyone

else's writing style.

Secondly, remain consistent with your writing. Consistency is one of the major keys to building a successful site both in terms of developing a sizable and loyal readership and pleasing the search engines at the same time. Search engines absolutely love freshly updated content and websites which is why many webmasters run blogs on their websites because of the ease which blogs allow for quickly adding new content.

Remember that the point is consistency, not volume. If you can't average a post per day, find a realistic and feasible level of new posts which you can maintain like twice a week. Nothing turns me off when I'm visiting a new blog for the first time like seeing huge random gaps between the most recent posts and I get it in my head that this is neither an authoritative or even relevant website in its niche.

Finally, focus on one idea per new post. This sets you up to focus on one keyword per post which is a good habit to get into. By starting off with one keyword you can come up with a quick post title and from there you can map out the framework for the rest of the post.

Remember, keywords are the gateways to your site, so take some time picking and choosing the best keywords which are high in search volume and relevance to your site but low in competition from other web pages. And don't forget that there are truly effective and time saving keyword research tools out there to assist you. Literally the best keyword tool available to marketers today, Market Samurai, is completely free, so you have no excuses.

7 Blog Writing Tips

It's no secret that bloggers and webmasters who create lots of regular content get more visits to their sites than those who create less. People inherently like to learn new and helpful things, and if you get a reputation for producing multiple new posts each day then you have people checking in to your site perhaps multiple times a day.

Also as everyone knows, search engines love sites which are frequently updated with new content, so you get rewarded with traffic from them, as well.

A lot of marketers find it difficult to produce regular content, however. I have a degree in English and I still have trouble bringing myself to writing at times, so I rely on the following blog writing tips to get it done.

Plan Your Day in Advance

I used to hate planning my work schedule out in advance, but after committing to it for awhile I began to see my productivity increase. What especially works well for me is outlining the articles/posts I want to get done the next day but doing this the night before.

This is because mornings historically have been my least productive times. My brain is still booting up and I have difficulty motivating myself to get started writing, much less having a plan about it.

But once I began doing a bit of prep work the night before, just picking out my keywords and writing out titles for the articles I want to write the next day, I already had that stepping stone and knew what I should be writing based on what took me 2 minutes

the night before. There is no hesitation and I am able to dive right into it.

By the same token, set some very specific goals for yourself when it comes to producing content.

Plan to write so many new posts or articles a day and prep them the night before so that when you get up the next morning you know exactly what you have to get done and it's all very structured.

It also helps some people to set aside a specific time frame each day which is solely designated to writing. Decide on your best possible time and say “10 to 11am is my writing time to get 5 articles done each day” and DO IT.

Once you get into the habit you'll see your writing skills improving to where you'll be getting 6 and 7 articles done in the same span.

Don't Write Articles, Dictate Them

Here's one of my biggest blog writing tips. A few years ago I was working as an article writer for a couple of webmasters who needed staggering amounts of regular content. It paid well but I was literally starting to get carpal tunnel from the workload.

Around this time I had the idea to give voice recognition software a try and not only did my wrists thank me but I immediately saw my output increase by well over 200%. 400 word articles which would take 10 minutes to write I quickly got down to 4 minutes.

I find it much simpler and more natural, not to mention faster, to speak my thoughts out loud as opposed to writing/typing them out.

My employers were a bit taken aback when I told them I could handle twice the workload which they had been giving me.

I quit my freelance writing career (at least for others) but I continue to use the voice recognition software when writing for my own sites. I even dictate content while driving around in my car (not that I condone it). This blog writing tips post is being “written” using it. I know - mind blown, right?

Search Relevant Forums/Message Boards/Etc. For New Content Ideas

You've probably heard this before but it really works for getting great ideas for new articles and posts which people actually want to read which should be of importance to you. Check out a forum in a niche relevant to yours and look at some of the questions people are asking. Pick a few and turn them into titles for your own writing, maybe without even changing a word. You know that you're writing about something which people are legitimately interested in, and you can even link back to your content in the thread which inspired your article to begin with if the board allows it to get some insanely targeted and free traffic.

Find a Template Which Works For You

If you really have to output tons of new posts or articles, I know a lot of writers who find success in relying on a few writing templates for themselves. These templates are very structured and consists of a number of paragraphs, each with their own purpose so that the writer can take a lot of different topics and just plug in what they need to where it goes. You can get really specific and use a # of tips article or a how to article. These basic formats make it much easier to structure your writing as you go along, making your writing flow more easily.

Write About What You Know

In terms of subjects, it's much easier to write about what you already know about and have a vested interest in. Little to no research is required so you can just write from your head in real time, plus you generally have more motivation when writing about something you're interested in and know about. For this reason I always recommend that if you are starting out in online marketing then you should stick to what you know, thus increasing the odds that you'll stick with it for long enough to see some fruits come from your efforts.

Write About What You DON'T Know

A large part of this site deals with how to do better SEO and everything that that means and covers. I don't know everything about search engine optimization (shocker), so sometimes if there is an aspect of SEO which I'm not fully familiar with then that's a golden opportunity for a new post. The same applies to any niche. Odds are if I'm not familiar with something, then there are countless others in the same boat.

Yes this takes a bit longer to write because there is much more research involved with it versus something you already know, but it's much more rewarding and challenges you, keeping you engaged and interested in what you are writing. Sometimes it ends up being more enjoyable to write about something which you are unfamiliar with as opposed to something you deal with on a daily basis.

Hire Out

Hiring someone else to produce content for you is a good idea if

you have difficulty writing at the level which you want either in terms of quality or quantity. It's also a good choice if your English isn't particularly strong or isn't your first language but your site largely caters to an American audience.

There are plenty of freelance writer hubs out there where you'll find talented writers willing to work for reasonable rates which you can work out with them. Try testing someone out, first. Ask for one or two preliminary articles so that you can gauge their writing skills, turnaround time, and anything else you need to know. You might try a few writers at first, pick your favorite to stick with, then try a few others. Yep, you can split test ghostwriters, as well.

When is the Best Time of Day to Publish New Blog Posts?

A friend of mine just started their first blog and asked me for my feelings on the best time of day to publish new blog posts. In the past I would've told her not to over think this because in the past I used a bit of what was, in my mind, common sense and posted everything sometime in the evening.

My reasoning was that most people work their 9-5 jobs and don't have a chance to do their daily internet browsing until they get home.

Of course I live in and abide by Eastern Standard Time, so in an effort to reach the most readers in the US I'd publish around 8 p.m. my time, give or take.

That became a moot point, however, as I subsequently learned that a staggering number of people do their browsing while at work whether that be during lunch/downtime or otherwise.

You might also care to account for recent statistics which have shown the “hot spot” or peak times for “retweets” on Twitter are in the middle of the afternoon whereas Facebook sharing hits its peak around noon. This suggests that sometime in the middle of the day is the best time to publish a new post.

Even after all of this, there are additional basic but paramount factors to account for as they relate to your audience. This includes time zone and the topic of your niche.

For example, if you have a site which blogs about the best nightlife spots to hit, then you'll likely want to publish near the end of the work day when people start to plan their evenings or you might concentrate your posts heavily on the weekends.

Of course not every niche is going to be that straightforward but it's important to be able to put yourself in the shoes of your audience.

In a similar vein, there is clear (and a bit self explanatory) evidence which shows that blogs which feature more than one post per day see almost double the links and nearly quadruple the traffic in any given span of time than those which don't average at least one post a day.

Something which can help you out if you are an email marketer as well is most email services like [MailChimp](#) and [Aweber](#) enable you to get specific information on your subscribers in relation to how they interact with your email list.

One notable stat you can learn about is the time of day when your subscribers are opening your emails to them, giving you an insight as to when your audience is likely interested and has time to read information in your niche. The most subscribers you have

the better of a measuring stick this works out to be for you.

You can even take a look at when you get the most comments being left on a new topic as this is a reflection of when most of your most dedicated readers and commentors are checking out your content.

While I know everyone reading this is looking for an easy one time/word answer (sorry), it is much more complicated than that.

Ultimately, the absolute best thing which you can do is to experiment with your own publishing schedule, varying the time and day in which you publish something new over and over again until you find your own best time of the day and even the week to publish new blog posts as it pertains to your unique audience, thus encouraging that you'll reach as many people as possible.

What Makes for Good Blog Comments?

Good blog comments can get you noticed by both the blog owner and its readers and can score you some traffic when you include a link back to your website. If the blog allows for link juice then you'll pick some of that up, as well, but that's pretty few and far between.

You won't enjoy any of the perks of blog commenting, however, if you don't leave good blog comments.

Luckily it doesn't take too much to leave good blog comments these days on a lot of blogs if you put half a minute's thought into your comment. Just the very fact that you're actually leaving a relevant response to the blogger's post as opposed to "wow I never thought of that, I hope to read more information from you

on this subject matter” will earn you some early brownie points on its own, as most people don't know how to blog comment but rather how to mindlessly spam or get an automated program to do it for them.

So what makes for good blog comments? There is a very simple but specific process which I'll lay out for you.

First – Read the post and think of what you liked about it and what the blogger may have left out of it.

Second – Elaborate on these points. Longer/more substance is better when it comes to blog commenting.

Third – Read and edit your post accordingly.

Last – Publish with a link to your site where they let you include it.

It's that simple, but most people are in such a rush that they blow past the first three steps.

Another technique which a lot of bloggers don't consider at first is to answer questions from other comment leavers. By stepping in before the blogger themselves and answering that person's question, you can look like quite the blog comment star and authority guy and attract the attention of everyone who reads that post.

Guest Blogging – How to Do It

Guest blogging has become very popular in this blogging age of the internet because it benefits both the blog owner as well as the guest poster. The blog owner gets great content on their blog

without having to write it themselves, the guest blogger gets their name and content in front of a brand new audience, and both get to network with someone new within their niche.

It's much easier to get people to check out your site when guest blogging as opposed to just commenting because you're already seen as an authority just by virtue of that webmaster allowing you to post on their blog.

Some of the larger guest blogs exclusively do guest blogging. If this is the case then they will have a system for contacting them which you should go through. They might ask for a sample, what you plan on writing about, your credentials/experience, etc. The point is that for these larger guest blogs it is generally simple enough to figure out how to go about guest blogging.

If you're more interested in guest blogging for a blog which is likely run and maintained by just one person and networking with them, it's a different approach.

A good way to get started with guest blogging is to obviously first find the blog which you want to post for.

Start commenting on their posts on a regular basis with good blog comments. This lets that blogger know that you know your stuff and puts you on their radar.

After a few days of doing this, contact that blog owner and tell them that you have got a post on the latest and hottest trending topic right now as it relates to your mutual niche.

Rather than simply telling them about the post, send your article attached if possible, as well.

Don't give them a chance to put you on the back burner while you

wait to hear if they would be interested in that topic while they probably forget that you contacted them in the first place.

By sending the article attached when you contact them initially, they see that you're a great writer who has written a great post, and it's ready RIGHT NOW; thus making their life as easy as possible.

While they may pass on that particular post, they may ask you to write about something else for them if they like you're writing.

Over time you can develop a better relationship with that blog owner and further opportunities for guest blogging will present themselves and you may get to the point where you're doing joint ventures together, ad swaps; really just enjoying the many benefits of networking.

Finally, you can also check out resources like My Blog Guest which is a free site dedicated to connecting bloggers looking to guest blog with each other.

You fill out your profile information to let people know the focus of your site and you can even enable other bloggers to submit their potential articles to your dashboard as drafts if you like, or they can just contact you through the service.

Chapter 9 - Miscellaneous

I'll end with this chapter to serve as a kind of catch all to the things which are worth mentioning as they relate to copywriting and writing in general but don't fit anywhere else.

How to Write Copy Fast

To be a successful and popular webmaster, you need to be capable of producing large amounts of content regularly. Whether the content is for your own site or you're writing content off site for an article directory for example which can be a great source of free traffic as well as a valuable one way link, consistent content is essential.

Not everyone is a great or quick writer and consequently capable of producing content at the rate which they need to be able to. I have a degree in English and I'm still not always up for writing, so here are some tips for how to write your copy faster.

One tip which I recommend right off of the bat is to have a few formats or templates which you can always refer to to structure your articles. It's a lot easier to write articles fast when you know the outline of what it is you are about to write.

Think about using a “number of” article template for example. You can make that number of tips, reasons, ways to, etc. The point is that when you have that expectation that you need a finite number of something as it relates to your topic, it's much easier to fill in the blanks.

The absolute best way I've found of how to write articles fast is

not to write them but rather to dictate them. I started using voice recognition software a couple of years ago and haven't looked back. I'll dictate articles at my desk or even driving around town in my car. I've gotten 400 word articles which used to take me 10 minutes to write down to roughly 4 minutes if I know what I want to say ahead of time.

Somehow, something in the brain finds it much easier and quicker to translate ideas to the mouth via speech as opposed to the hand via typing or writing.

The best software recognizes your speaking patterns and grows accustomed to your own unique voice and patterns to reach 99% accuracy, so you don't have to go back editing what you've dictated. Check out my [Dragon Voice recognition review](#).

If writing really isn't your thing or perhaps English isn't even your first or second language, think about outsourcing it. There are a lot of content writers out there willing to work for cheap whether that's here in the United States or elsewhere abroad. I don't outsource anything myself as I'm a control freak, but I know a lot of marketers who do it and are quite content with their results.

Article Spinning – Does It Work?

Article spinning refers to using a program to rewrite existing content so that it appears to be new. The program does this either by replacing words with synonyms or by providing multiple options for each sentence from which it randomly chooses one. Article spinning is certainly inviting in theory; the idea of being able to write an article and spin it dozens if not hundreds of times over and have seemingly unique content to put on your site or distribute to article directories is very appealing.

But does article spinning work?

Yes and no; it really depends on what you want to accomplish with article spinning and where you are planning on submitting your content.

I don't recommend using spun content on some article directories like Ezine Articles, for example. Their spun content detectors are second to none so they can easily detect when you're submitting spun content. I know because I've tried using spun content in the past and they picked up on it in a second. I'm fortunate that I wasn't suspended as I've heard stories of some of the most serious punishments involving permanent bans from the directory.

If you're looking to submit your content to different directories, that's something else. If you don't want to submit the exact same copy to different directories, you can run it through a spinner to change it slightly and that way you'll have somewhat unique content to send to multiple directories as opposed to the same article over and over which Google won't like or give you credit for after a point.

Whatever you're doing, remember to always post the content on your own site before submitting it to article directories so that your site is credited with the original content.

Some spinners go beyond spinning and also automatically submit your content to different sites and directories for you, thereby saving you a lot of time while building links and bringing in traffic for you.

Now I'll mention a couple of notable spinners to check out, one free and one premium option.

Easy Article Spinner

This is a no frills freebie I used when I was starting out. It works as I mentioned in opening by randomly choosing from variations of the same sentence or few lines. The catch is that the work is mostly on your shoulders because you have to write the variations yourself, but if you take some time to write a number of variations, the spinner has a lot of content to randomize so you are left with lots of unique articles.

You can even choose how unique you want the articles it outputs to be, so choosing the 100% options means that there will be no overlaps between however many articles it's able to output; though through choosing a higher unique percentage preference, you will get less articles unless you've written a lot of options for it to work with.

Magic Article Rewriter and Submitter

This is the premium option at \$55 which makes creating unique content a snap but it goes one step further and automates the submission of that content for you. The program makes it simple to pick and choose which sections or words in your article you want to replace with a huge list of applicable synonyms which it will randomly choose from, so it creates lots of unique spun content for you in seconds which is decidedly dissimilar from the original copy.

For the submission automation, you can sign up to 700 article directories through its interface in 20 seconds. From there you simply put in your title, synopsis/intro, body, keywords, and resource box with your links into Magic Article Rewriter just like you would if you were manually submitting to each of these directories, click send, and the program will automatically hit all of these directories for you.

3 Ways Writing Tweets Improves Your Copy

I talked earlier about how you should always be as terse and to the point as possible. A great way to practice “trimming the fat” in your copywriting is to take to Twitter.

One of the things which makes Twitter what it is is the constraint of 140 characters when writing tweets. Bear in mind that letters, numbers, symbols, even spaces all count as characters. I see this constraint as a blessing, though, and recognize that writing tweets in Twitter improves your copy. Sure, grammar goes out the window in Twitter because it's the sacrifice you have to make to squeeze your message in. Grammar aside, consider these 3 substantial ways writing tweets can actually make you a better writer in other walks of life.

1. Brevity is not only encouraged, but it's required when writing your tweets. One of the best tips to writing better copy is to be as brief and to the point as possible. Never use 2000 words when 1500 will do, and in the case of Twitter, never use 20 words when 15 will do.
2. Twitter is also a great way to develop your skills as an editor. It's (arguably) more difficult to edit 140 characters than 1400 or even 140 words because there is far less copy for your audience to see. When writing in Twitter, every single word's importance is amplified tenfold, so you've got to take the extra time after you've written something to go over it and make sure that this is the best 140 characters or less that it can be for what you're trying to say.
3. Twitter also makes you use your vocabulary more effectively, or at least a thesaurus. You have to find words which are either shorter synonyms, or words which more accurately describe what you're trying to say. Who would have thought that a new social media tool of all things would actually improve most of its users'

lexicons?

Remember, for someone to retweet your content, you need to actually shave your tweets down 10 more characters so that they can add the RT with your name intact.

Hiring a Copywriter - What to Know Before You Do It

Before you hire anyone else to create the copy which your audience sees, the copy which is literally your only line of offense and which will make or break/determine your business' success with whatever you are trying to convert on, what should you first consider?

Let's take a look in question response format the major points which you should have established for yourself before hiring a copywriter.

Who is the Copy For?

Don't expect that just because you're hiring someone whom specializes in copywriting that they will be a natural in whatever subject matter your business covers. The truth is that certain copywriters are better suited for certain jobs based on their experiences both work and personal.

For instance as a generalized example, if you own an online makeup retailer, you likely want someone who can write effectively from a woman's perspective given that women will be your primary demographic and clientele and while that doesn't completely exclude men, generally a woman will have a better idea of the kind of copy another woman is looking for.

If you've got a dating website, you'd be better off hiring someone who has experience in that niche before and has possibly even written for other successful dating websites.

What is the Copy For?

Moving from niche to medium, answer the question “what is the copy for”. What medium will your copy be delivered to your audience through. On a macro level I mean video narration vs. textual copy and on a more specific level I mean sales page copy vs. email copy.

Don't assume that narrated or spoken copy is that similar to copy which you read. It helps to have a specialist in video copy if that's what you're going with because textual copywriters tend to make their copy overly convoluted at times which can be fine for written copy but which translates poorly when a narrator is speaking that copy. Go with someone who has experience with your specific medium.

What's Your Budget?

Before you pursue a copywriter, get a clear idea of what your specific budget for this project will be. You should lay this out for your copywriter early in the conversation and I recommend agreeing on a one time payment deal rather than something which is loosely defined or even (God forbid) performance/incentive based and can easily get unprofessional quickly if something goes wrong. The important part is that both parties understand the terms of the deal and know what they'll be getting out of it before any work is done.

Lastly, don't be afraid to ask for some samples from your copywriter. These samples can be existing samples they have in

your field or you can even ask them to write something up quickly like an opening paragraph for you to consider. Oftentimes you'll find that this can weed out the wrong candidates if it's clear that they're way off base or don't have a grasp on you or your clientele's needs.

Chapter 10 – Final Thoughts

I thought that I would sum up this book with a few final pieces of advice.

First, learn as much about your audience before writing your copy. This means their average age, background, a gender to name a few. From there you can work to tailor your copy on a case by case basis rather than trying to fit the same copy style to any audience you're writing for.

Secondly, I can't stress enough the importance of split testing. It's time consuming, yes, but the smallest, seemingly insignificant changes to your copy can result in the biggest payoffs.

The best advice I can give you is that no advice on the subject of copywriting, regardless of whom it's from, is worth half of what you can learn for yourself through your own experience and testing.

Finally, everything about copywriting gets easier in time as you do more and more of it and capture more experience under your belt. You'll already have an idea of what words work and what words work in different situations and can start out strong with your first test.

To your success in creating copy which converts,



Paul Ventura
ConvertingCopy.com