

How to Write a webpage that sells

The writers behind the online advertising and sales promotions for industry juggernauts show proven ways a webpage can dramatically increase your consumer response rate.

“People don’t read long blurbs of copy online. People don’t scroll down to read copy online. People want pictures and video, not copy, online. Chances are—if you have a website, are in the process of creating one, or are just plain e-curious—you’ve heard these pearls of wisdom before.

Now shove those pearls back into the dusty old oysters they came from.

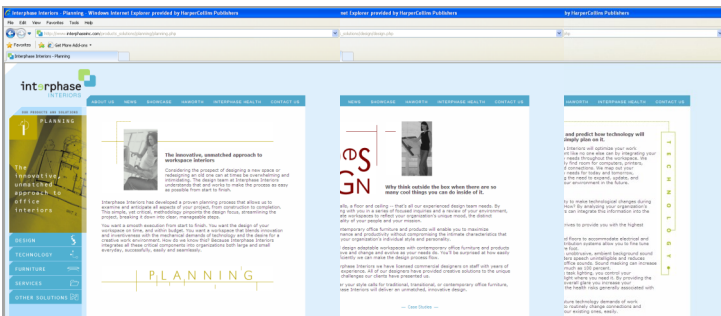
It’s time to learn how to write a webpage that sells.

Take a (web)page out of the print book

Despite the best efforts of techies, web geeks, and social media “experts,” who insist that writing on the web is different than any other medium ... it isn’t.

Here’s the deep dark secret: the most effective webpages look and read exactly like the most effective print ads.

People of all ages—even if they have never sat down to read a newspaper or magazine in their entire lives, even if their overwhelming source of information since they’ve been



A webpage fit to print ... and sell

Interphase Interiors does almost everything right. The copy and design of their website is lifted *directly* from their award-winning print campaign. And consumers are responding. In 2009, Interphase boasted the highest percentage quota of any Haworth dealer in North America.

able to read has been on a computer screen—respond to the *exact* same words, photos, and design elements as those off us who *do* read newspapers and magazines.

The rules for breaking the rules

Like it or not, certain elements increase sales and certain elements hinder sales. Don’t think of them as rules, think of them as your secret weapons to make a profit.

If you can banish from your mind that a webpage is any different than a print ad, you will take a quantum leap in front of your competition in terms of consumer response rates.

Here are a few guided missiles for your arsenal:

- Use copy set in *serif* type—it’s the same font the most successful magazines like *Time* and *Newsweek* use,



Extra! Extra! Read all about it!

This high-end furniture store had the guts to do what many don’t: design a webpage that looked *exactly* like a newspaper insert. Today, the store has 350 employees, who have designed for such celebrities as Anne Murray, Meryl Streep, Perry Como, Tammy Wynette, Burt Reynolds, and Loni Anderson.

because it’s the font people are accustomed to reading in books, magazines, and newspapers.

- Use between 10.5 and 12.5-size type.
- Include a headline on *every* webpage—this copy will be read by 50—75-percent of your audience.
- Use captions under *all* your photos and illustrations—this copy is read by twice as many people as your body copy.
- Use black type on a white background—plain and simply, it’s the easiest to read.

When tempted to break any of these rules, think like a magazine or newspaper editor and first ask yourself: *Will this help people read my copy?*

What you say not how you say it

If you have a product or service to sell, all of the copy, pics, and design elements on every single one of your webpages should be there for one reason: *attract readership.*

Just like a print ad:

- ▶ use short, crisp sentences.
- ▶ include a headline on every webpage.
- ▶ include a caption under every photo.
- ▶ resist the temptation to use the newest, coolest (unreadable) font.
- ▶ treat your webpages like print ads.

If you’ve got the guts, give it a try.

Or contact us.

616.745.9358
mattsaganski@hotmail.com

