



Web Copywriting Expert Shares Top Tips For Writing Words That Work

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Are words really the key to increasing sales and growing your business?

PR9.NET December 18, 2007 - Boca Raton, FL – If you think that your website should be used as an online version of your print brochure, think again. Web surfers, visitors and potential customers want to experience a site that is more than a piece of paper; they want functional, interactive and transparent.

"We know that people visiting your site scan your site and intend to take action, such as leaving the site or deciding to contact you, right away," explains Allison Nazarian, founder and president of Get It In Writing, a copywriting and marketing firm. "The Number One advice I would give to any business regardless of their industry, goals or current site is to keep your website easy to understand and navigate."

Here are a few top tips for web copywriting and marketing:

- Write informative articles for your visitors to download (at no charge).
- Offer a free product like a White Paper or Special Report.
- Ask qualified visitors to sign up for your free e-newsletter or any other content-driven effort you consistently send out.
- Write shorter sentences, paragraphs and pages.
- Use headlines and subheads instead of long introductory paragraphs.
- Preserve 'white space' to keep the page looking open and inviting.
- Links key terms and words to other pages on your site for visitors seeking more information.

"Whatever you do, do not take your company's brochure, product catalog, employee manual or whatever printed material you have already and simply slap it onto your site," Nazarian said. "Printed materials don't work online. These materials are a totally different species."

About Get It In Writing, Inc: Since 2001, Get It In Writing, Inc. has been a leader in copywriting and marketing services, consulting and instruction for businesses throughout the world. For information, free tips and resources and/or to request a free consultation, visit www.GetItInWriting.biz.

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About Get It In Writing, Inc.

Allison Nazarian, President of Get It In Writing, Inc., has worked, written and consulted for hundreds of publications and organizations, including Bloomberg News, J. Walter Thompson, Ruder-Finn, Business Wire and a wide range of health, financial and law professionals, women's organizations, service providers, communications companies and individuals.

Allison, whose goal is to make copywriting instruction available to the masses throughout the business world, lives in South Florida with her husband and two children.

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