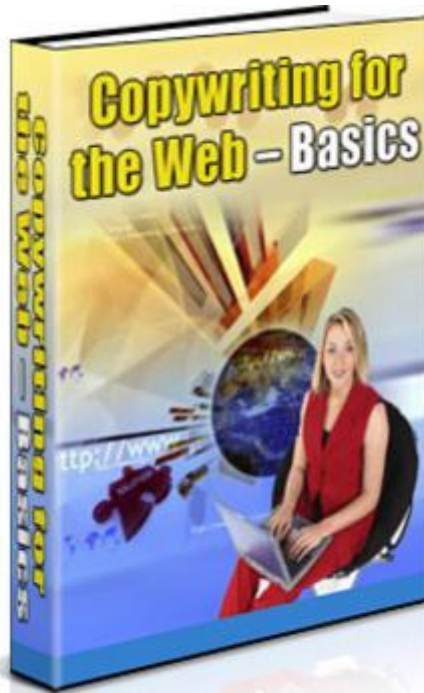


Copywriting For The Web - Basics



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Are YOU Ready to Learn the Simple, yet Effective Techniques That Successful Web Copywriters Have Perfected? Order Today! Learning web copywriting on your own could take ages...Accelerate your learning process, and become an effective web copywriter immediately! The Beginners Guide to Writing Effective Copy on the Internet 2 Reasons That You MUST Use to Your Advantage When it Comes to Web Copywriting 1) Effectively target your market audience THE FIRST TIME Not only will you be saving time, but your visitors will understand exactly what you need them to do the first time. A professional copywriter can run anywhere from \$500-\$10,000 for a single sales page...can you afford that? 2) Increased sales, prospects and action taken from visitors The goal of any copywriting is for the reader to take some kind of action. By learning some simple techniques, you'll be able to increase the number of action takers. This is especially important for those paying for advertising...how much money could you be missing out on? Here is what you will learn inside this guide.... Copywriting requires a plan??? Yep, its true, writing efficient copy means that you need to accomplish some research and understand your visitors needs...well tell you what research works, and how to use it to your advantage. What exactly is a

headline designed for, and what should it say? The real trick here isn't always what you do say, but also what you don't. Your headline is the MOST important part of any copywriting...messing this one up will leave you with disappointing results. The look of your text links makes a difference? Get this: Trying to be too professional looking may actually be bad for your site...and you'll find out why this is especially true when it comes to text links! Focus on what you offer? Nope! A common mistake with copy on the internet is that people often want to describe their product or services details...but there's something more important you should be trying to portray... And a lot more!

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