

Copywriting Text that Sells

“On a website not all content is quality content”

Many websites have text that informs you about all sorts of products and services that they provide. However there is a big difference between providing information to a website visitor and providing information to a website visitor that converts them into a website customer. This is the difference between writing text and effective copywriting text.

Many website owners know more about their products and services than their potential customers and they think all they need to do is to unload all this information on to their website. This may generate some sales but many prospective customers will be lost.

It is vitally important that the text both informs and compels the visitor to actual purchase the product or service. The visitor needs to be hooked, they have to be engaged by the text and led so that they will decide to act and buy.

Whilst a picture “may say a thousand words” in reality it can be influential but it won’t compel a purchase – it is the text that will determine whether that occurs or not.

So how do you write text that will successfully convert a website visitor to a website customer?

It is important that you focus on what is important to the visitor and not what is necessarily important to you. You have to make it simple and easy for the visitor to understand as they may well have limited knowledge on the subject. You must lead them in a logical progression so that by the end of the “journey” they feel compelled to buy.

Recognise the Need

Firstly you have to recognise their need (sometimes they don’t know themselves). They may know already as they must have a reason for arriving at your site but to some who are casual readers you may need to expose the problem so that you can

later on provide a solution. If you can convince them they do have a need to satisfy then you have them hooked and they will read on.

Provide the Solution

Secondly you need to provide what the solution is to their need. As your site covers this particular area you need to align yourself on their side showing that you recognise the problem and have a solution that can address it. If you show that you care then you will build up trust with the visitor who then subconsciously is more at ease with you being the provider of the solution. Moreover you need to show that the solution is important to them as some visitors may recognise their problem but are happy to live with it rather than address it.

Identify the Benefits

At this stage you need to connect their need to the benefit that can be provided. Do not give out all the specifications of the product but explain clearly what the benefits are to the owner of the product or service. This is vital that you convince them because even when they understand the problem and the solution that is available, they need to know **“What is in it for me?” It may be basic but this is the underlying driving force behind every purchase.**

Compel them to Buy

Now you need to capture the sale. This is the stage where most websites fail. People will still look for excuses and reasons not to buy. You can overcome this emotion by justifying the action you want the visitor to make. You can justify it in several ways. Maybe they will be better off having it than not having it, or maybe the cost of the alternative is more expensive so they are better off by purchasing from you.

You have to appeal to their emotions to get them to act and by convincing them it is the right action you will succeed in converting the website visitor to a website customer.