

How well does your web site communicate to your visitors?

“The best communicators are those that listen”

Do you think your web site says exactly what you mean it to say to your visitors?

Obviously, you probably think it is communicating well to the visitors and if your web site is working well, generating leads or making plenty of sales, then perhaps you are communicating well.

Unfortunately many websites don't communicate with their targeted audience and the website doesn't deliver the returns they were expecting. Getting your audience to your website is the first step but once you begin to gain that visibility, the next question that presents itself is why are more people not buying from me?

When you write for the web the style you require is very different from the style that you were taught in your education or the style you use for printed publications.

So why is writing different for a screen based medium. Very few of us were ever encouraged or really taught how to write for the sake of "communication." Usually we were taught to write to "sound intelligent" which usually meant a principle of the bigger the words we use the better. But in the world of web copy, we find that most readers do not want to look at a lot of extraneous content that detracts from the message.

In fact what most web users want is just simply to understand exactly what the meaning or benefit of the message is to us. Is there something here for me or is there nothing here for me. The sooner your visitor understands the meaning of what you are saying on your web site, the sooner they are likely to interact or respond to your “call to action”.

Often when you glance at a web site, your eyes may not even know where to begin if it has a poor layout or is poorly written. But a web page that is well crafted usually has a good solid headline that reads well and immediately gets the reader flowing into the message. They become hooked and now you need to lead your visitor so that you can convert them to become a customer.