

6 WAYS YOUR HOME PAGE COPY IS KILLING YOUR BUSINESS

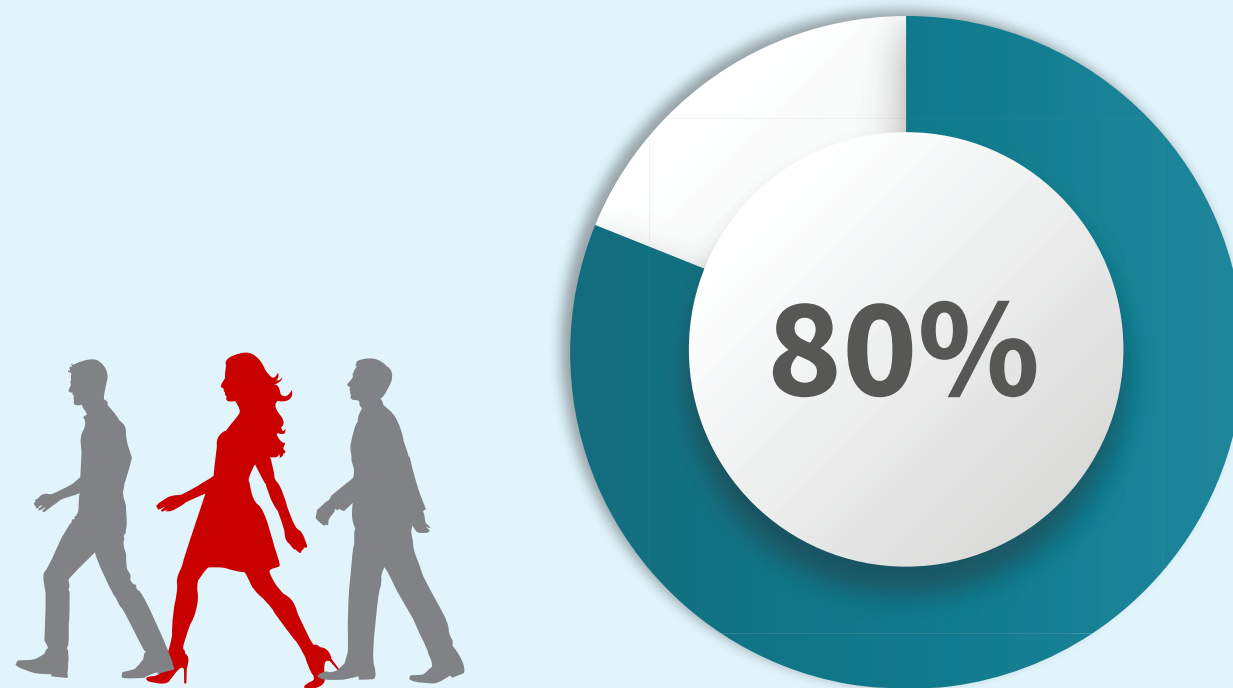
VICKI YEN

IS YOUR WEBSITE UNDER PERFORMING?

Do you even know why?



**DO MORE THAN 80% OF YOUR VISITORS TO
YOUR SITE LEAVE AFTER PAGE 1?**



ARE THE WEB ANALYTICS STATS PROVING A HIGH BOUNCE RATE?



THE PROBLEM IS IN YOUR COPY

HERE'S

6 WAYS

YOUR COPY MAKES

WEB VISITORS

RUN AWAY

FROM YOUR SITE AND

YOUR BUSINESS

LET'S TAKE A LOOK AT YOUR HOMEPAGE

WHAT'S THE STORY IT'S TELLING YOUR AUDIENCE?

1. Your content is full of facts about your business, product or service...but no solutions
 2. Everything is focused on what “*we*” do... not what we can do for you
 3. Your key business message matters to you, but does it matter to your *target audience*?
 4. Is your website filled with images that only reinforce and illustrate your facts?
 5. “I just can’t relate to you...” What’s the voice of your copy?
 6. Your information leads them nowhere.
- A phone number and a Contact Us page is not a call to action.

YOURS? IF THEY CAN'T RELATE, THEY WON'T HANG AROUND. WHAT DO YOU ACTUALLY WANT ME TO DO NOW? DOES YOUR HOME PAGE STEP YOUR VIEWERS CLEARLY ALONG A PATH, EACH PIECE OF CONTENT GUIDING THEM TO THE ACTION YOU WANT THEM TO TAKE? WEB CONTENT OFTEN SAYS “WE’RE GREAT AT WHAT WE DO...”, “OTHER PEOPLE THINK WE’RE GREAT, TOO”, RING US. PLEASE RING US. WEB DEVELOPERS ARE GOOD AT POSITIONING PHONE NUMBERS AND CONTACT POINTS TO BE AT PRIME LOCATIONS ON A HOME PAGE. WHAT NEXTSTEP ARE YOU AFTER? INCREASING VOLUME OF CALLS SALES GENERATING LEADS REACHING/INFORMING THE RELEVANT AUDIENCE INCREASING REVENUE DERIVED FROM EXISTING CUSTOMERS POSITIONING YOUR BUSINESS IN YOUR INDUSTRY BUILDING CREDIBILITY. ACTION: DOES YOUR COPY DRIVE YOUR AUDIENCE TO THE ACTIONS YOU WANT THEM TO TAKE? WHAT WAS THE ORIGINAL “ACTION” INTENTION OF YOUR WEBSITE? NOTE: FINAL

1

YOU OVERWHELM YOUR WEB AUDIENCE WITH FACTS, FACTS AND MORE FACTS



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**Your copy talks about your business, and what it does,
and all the detail of how you do it.**

We do this, and that... and more of this...

And you use all the industry jargon as well.

**That's old-style marketing-trying to sell the
product or service, and its' features.**

**And businesses are finding out the hard way
that just doesn't work anymore.**

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Check it now.

**How much of your copy is solid, heavy fact
that offers no solutions?**

**Copy that is not balanced is hard to absorb
and difficult to read. You've lost them.**

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**YOUR CONTENT IS FOCUSED ON WHAT
“WE” DO... NOT HOW “YOU” BENEFIT**



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**How many times does your homepage
feature the word ‘we’ instead of ‘you’?**

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**Take an audit.
Count and reverse engineer.**

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**YOUR KEY MESSAGE ABOUT YOUR
BUSINESS MATTERS TO YOU, BUT DOES IT
MATTER TO YOUR TARGET AUDIENCE?**



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**Your key message is the anchor point for not just your web,
but for all your marketing and social media as well.**

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ACTION

**What's the key point you're currently
making with your web content?**

Is it the No 1 priority for your clients?

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YOUR WEBSITE IS FILLED WITH IMAGES THAT REINFORCE AND ILLUSTRATE ONLY YOUR FACTS



**We've told you we do this, and that we do it well...
so now here's images showing you we do it:
here, and there, and over there...**

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**Count them —
how many of your images demonstrate a message
that just shows the actual product or service.**

**And how many show the same message —
just over, and over, and over?**

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I JUST CAN'T RELATE TO YOU



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**Who is your target audience?
Are you talking their language?**

What's the voice of your copy — what does it sound like?

**Can they relate to what you are talking about,
and how you are talking about it?**

**Or are you just trying to convince them
of what you want to sell?**

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**Get someone from outside your business
to give you some honest feedback.**

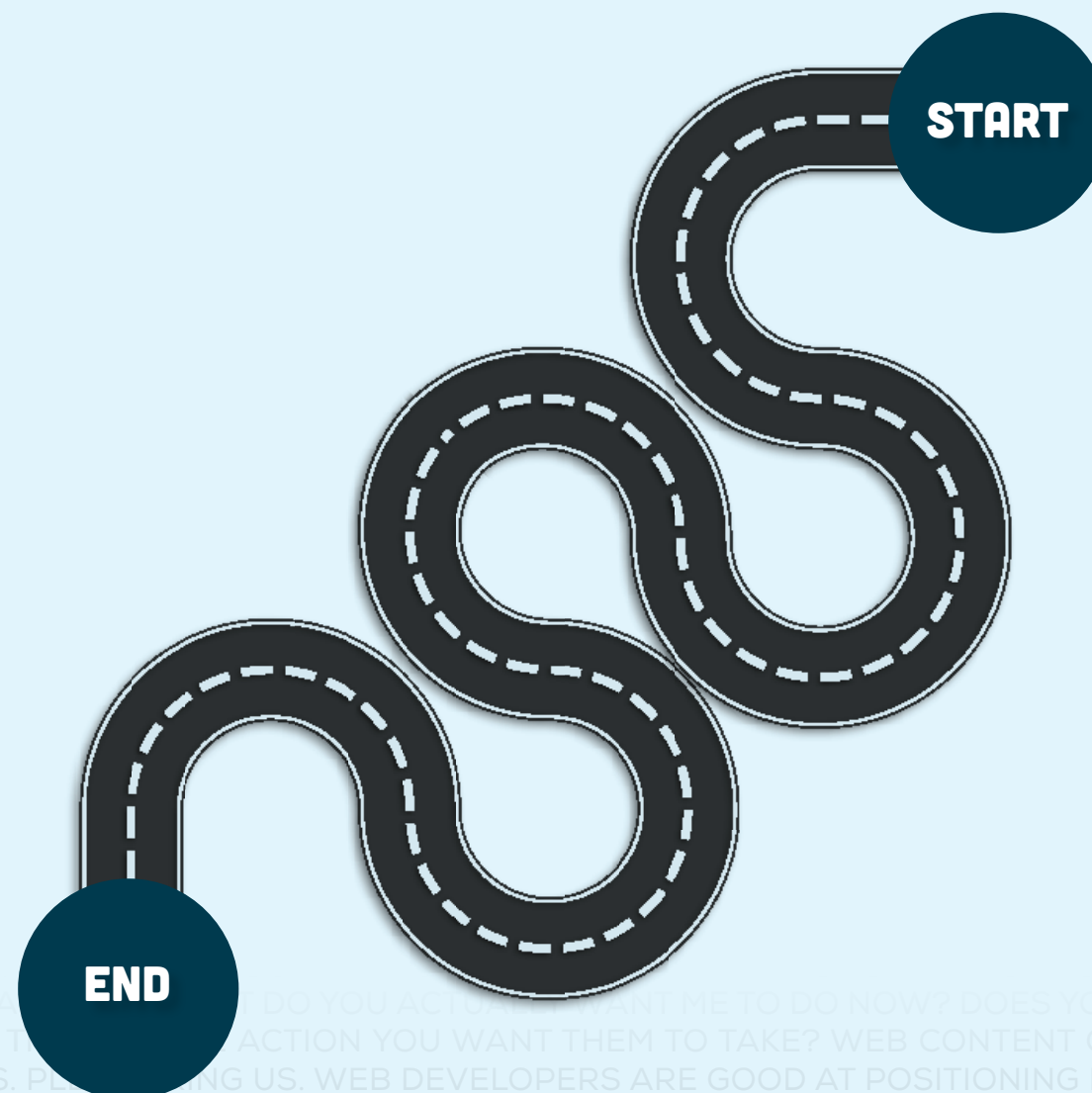
Marketers describe it as the “look and feel” of your site.

**What does your home page look and sound
like from the target audience point of view?**

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WHERE DOES ALL THIS INFORMATION LEAD YOUR AUDIENCE?



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Does your home page drive your viewers along?
Does each piece of content build your story?
Is your content *stackable*? Does it lead to an action?

Web content often says *We're great at what we do.*
Other people think we're great, too.

Ring us.
Please ring us.

But a Contact Us page is not a *call* to action.

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WHAT NEXT STEP ARE YOU AFTER?

- Increasing volume of calls
- Increasing the number of qualified, informed callers
 - Sales
 - Generating leads
- Providing information for the relevant audience
- Increasing revenue from existing customers
- Positioning your business in your industry
 - Getting people in your door
 - Building credibility



ACTION

**Does your copy drive your audience
to the actions you want them to take?**

What was the original “action” intention of your website?

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YOUR HOME PAGE COPY ACTION STEPS CHECKLIST

ACTION	OUTCOME
How much your copy is solid, heavy fact that offers no solutions?	
How many times does your homepage feature the word 'we' instead of 'you'? Take an audit. Count and reverse engineer.	
What's your key message in your content? Can you easily identify it? Is it the No 1 priority for your clients?	
Images- how many demonstrate the message <i>this is what we do</i> . And how many show the same message-over and over?	
Get a fresh perspective. What's the look and feel of your website from your clients' point of view?	
Does your copy drive your audience to the actions you want them to take?	
What was the original "action" intention of your website?	

UNLOCK YOUR CONTENT GEMS

Here's the link you've been missing.

When it comes to creating content, there's a link missing for many businesses.

Content is everything, but all too often the frustration is

Where do I start? What do I write about?

The triggers for great content often are frustratingly invisible when comes to actually writing something about your own business.

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Vicki Yen is the Content Marketing Maven, working extensively with small and medium sized businesses and solo entrepreneurs, unlocking those dormant content gems. Her incisive eye penetrates the story of your business to identify and reveal the topics for content that drive powerful content marketing.

Her mix of communications, public relations and professional photography skills combine to give a fresh perspective on the day-to-day that SME's find themselves immersed in, and sometimes lost in.

Vicki has worked as a freelance promotions co-ordinator for a major newspaper; as well as a media and communications anchor for a \$25M public awareness campaign, working with more than 100 small businesses, community groups, councils, government bodies, and corporate sponsors. And speechwriter for a few state premiers.

A particular passion is training businesses in photography and the DIY resources available to them, hopefully weaning Aussie businesses away from using images of Americans on their websites, so Aussie businesses show Aussies faces.

And travelling to Cape York on photoshoots.



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Vicki Yen in Cape York, Australia