

SUBJECT: Quick Web Tip 3: Four ways to improve your home page

Dear [name],

Does your website work as well as you'd like?

Does it bring you a constant flow of new leads...
and new customers?

And do you get repeat business from those new
customers?

Or do you just get a trickle of leads, if any?

Here are four proven ways to improve your home
page.

1. Insert a powerful HEADLINE.

By "powerful" I mean a headline that appeals to
your ideal visitor's CORE EMOTIONS.

The headline is one of the first things visitors should
see when they reach your page.

And it should be so interesting that it hooks them
into reading the rest of the page.

Visitors want to see what benefits there are in
reading the rest of your page.

So include benefits in your headline. An element
of curiosity will also make it more interesting -
use
words like "how" and "why."

2. Use the words "YOU" and "YOURS" as often
as you can.

"You" is one of the most powerful words in advertising,
because it appeals to a person's ego.

Most people love to talk about themselves.
If they see you constantly referring to "you" and "your",

it gives a sense you're intensely interested in them and their needs and problems.

3. Avoid using "WE", "OUR" or "US".

In using these words, you're talking about yourself.

The emphasis is not on your visitors but on you, and is a huge turn-off.

Ever been to a dinner party where someone spends the whole evening talking about herself, her job, her new sportscar, her house in Monaco...?

4. GIVE away something for FREE.

Your website should have useful free content on it (and you should keep adding to your content).

This can take the form of articles (say, tips on how to use your products), reviews, white papers, case studies...

Anything that helps your ideal web visitor solve a problem or fulfil a need.

Watch your inbox for Quick Web Tip 4: "Write each web page for the search engines".

[Get Eldo's web optimization service](#)

Kind regards,

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