

WORDS MATTER

Richard Hussey
Owner, RSH Copywriting

WORDS CREATE AN IMPRESSION

- "Our enemies are innovative and resourceful, and so are we. They never stop thinking about new ways to harm our country and our people, and neither do we."

WRITING TO IMPRESS

- *We are a multi-national, multi-disciplined, and multi-functional team of natural reputation problem-solvers. Our variety of experience means we recognise opportunities and challenges for our clients. Through a focus on training we develop highly-skilled consultants with a passion for the insights and innovative thinking...*

GROWING YOUR BUSINESS

RELAX! – this is not a grammar lesson

Focus on:

- Persuasive website content
- Why just ‘having a website’ is no longer enough
- Get found, Engage, Convert

CLARITY AND PERSUASIVENESS

- Is your site 1/10, 5/10...?
- Would it make a difference if you were 10/10?

WEBSITES ARE FOR CUSTOMERS

- 'You' not 'We'
- What people want to know:

DO YOU UNDERSTAND
MY NEEDS?

CAN YOU MEET MY
NEEDS?

CAN I TRUST YOU?

EVERY PAGE HAS A PURPOSE

1. Who is it for?
2. What do they need to know?
3. What do I want them to do?



THINGS TO REMEMBER

- Make things easy to find
- Be positive
- Be clear



REMEMBER



You have
less than 3
seconds to
grab
attention!

A BIT ABOUT SEO

- Google rules
- Rankings increasingly determined by:
 - Content quality and currency (inc. video)
 - Links
 - Social Media activity
- Choose keywords carefully and don't stuff
- Plan your pages and your SEO

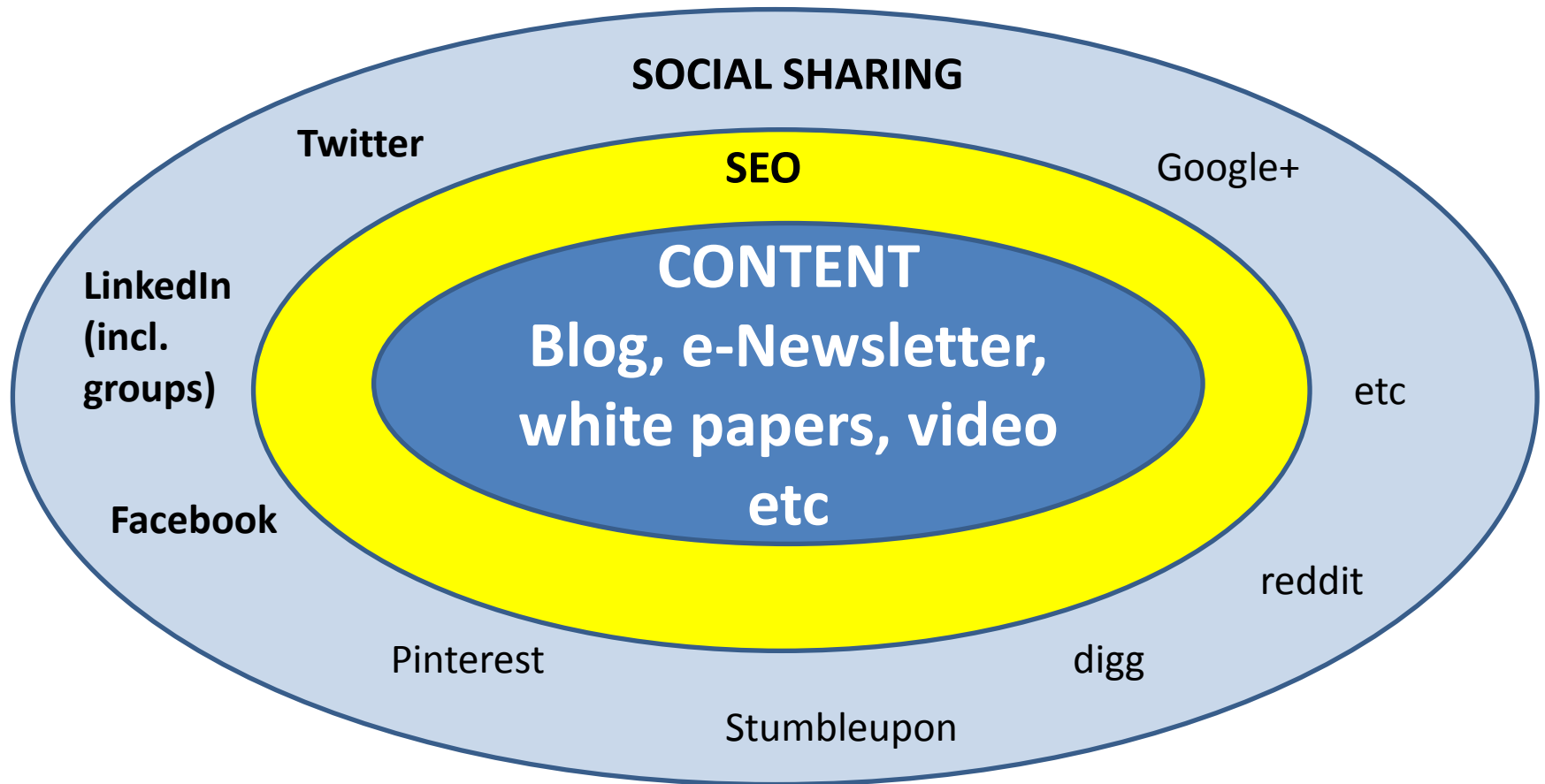
GETTING FOUND CAN BE DIFFICULT



CONTENT MARKETING

- Use online content to:
 - Get noticed
 - Build trust
 - Earn back-links
 - Grow your business
- Low cost, high impact

CONTENT, SEO AND SOCIAL SHARING



BLOGGING

- Drive traffic to your site with useful articles
- Earn links, boost SEO
- What do I write about?
 - Which bits of business do you want to grow?
 - Who's going to buy it?
 - What do they care about?
 - What challenges do they face?

GOOD BLOGS ARE...

- Frequent
- Relevant
- Helpful
- Interesting
- Well written

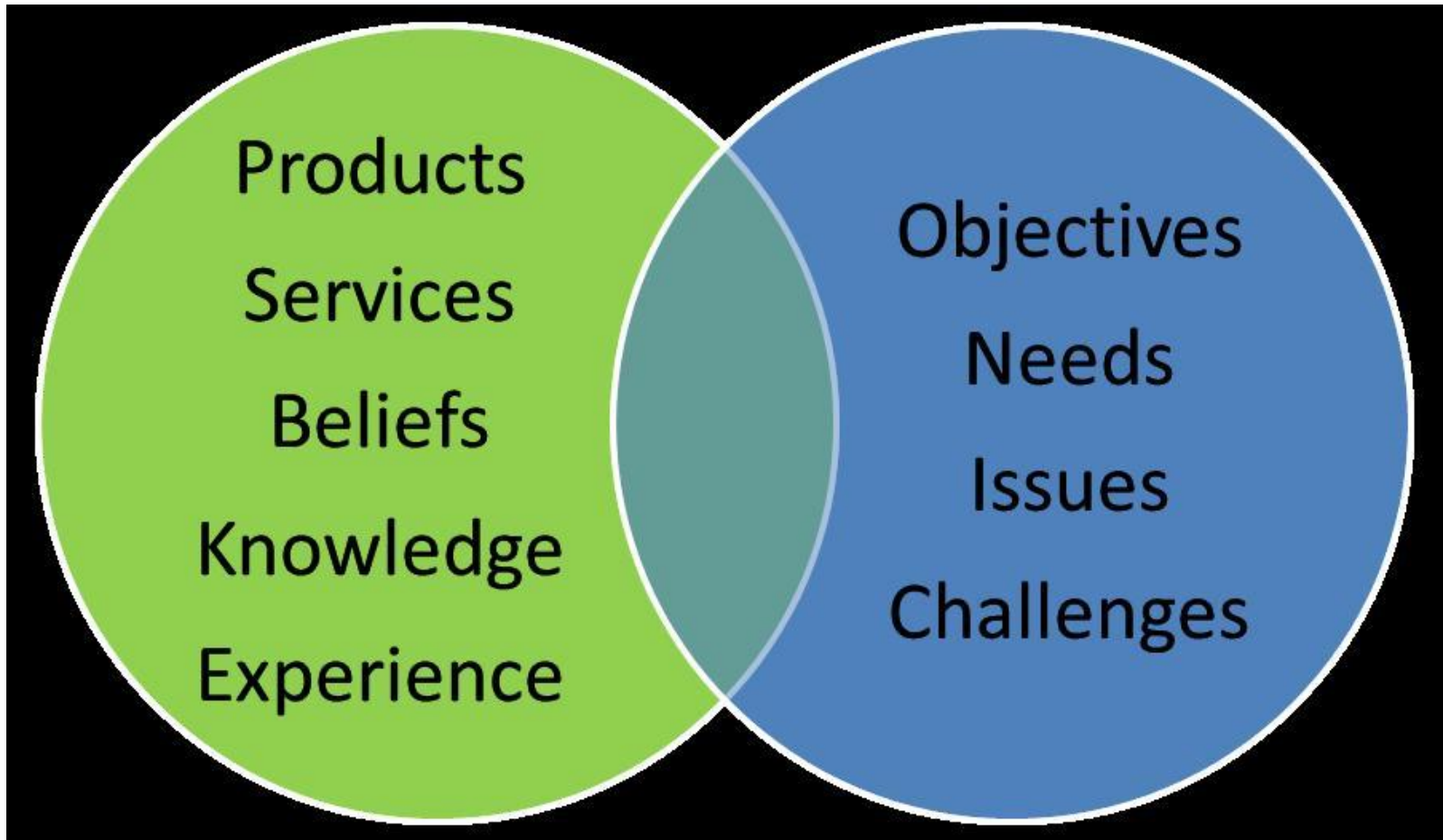


BLOGGING

- Targeted traffic to your site
- Improves SEO and search traffic
- Works best with social network engagement



Blogging Focus



Does it work? An Example

- Old site + no blog ~ 70 visitors/month
- New site – month 1:
 - 300+ new visitors
 - 250+ for blog posts
 - 78 organic search
 - 78 visits to SME Business Efficiency Solutions page

IN SUMMARY

- Just having a website is not enough
- Focus on the customers you want to have
- Keep your words simple and positive
- Become a publisher: get noticed, build trust and build business.

richard@rshcopywriting.co.uk

01823 674167 07597192724