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Innovative Web, Marketing and PR Solutions
For The Flower & Garden Industry

6 Tips for Winning at Word Games

Tip #1 Get Their Attention

Find out what your target audience is looking for. Learn to use Wordtracker to find the keywords people are using to find what you offer. Make, keep and add to an ongoing list of those key words. Use those words in the tags, headlines, text, and copy throughout your website.

Tip #2 Draw Them In

Write attention getting, benefit driven headlines. Use subtitles that make them want to read now. Make it quick, fast, and easy for them to read. Chunk out information and use:

- Short sentences
- Simple fonts that transfer from browser to browser
- Choppy copy – headlines, sub-titles, bullets, text boxes
- Formatting - highlighting, bold, italics, underlines

Tip #3 Keep Their Attention

Relate to the reader. Use the words “You” and “Your” frequently in your copy. Speak to the consumer in language they will understand. Describe benefit driven points of view.

Consider everything you want your customer to know (features) and look for the value (benefit) to them. Create interesting support pages that tell stories, answer questions, build credibility, security, and trust.



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Tip #4 Get Them to Take Action

Take your visitor through a system that persuades them to buy, comment, register, or take another action. Make it safe, simple, and easy for them to respond:

- Ask for only one action per landing page
- Give clear instructions
- Use as few clicks through as possible
- Post contacts and privacy links on every landing page

Tip #5 Follow Up

Once a visitor has taken action it's not the end, it's the BEGINNING of the relationship. Be sure to thank them. Stay in touch with them with follow up information and offers. Become their resource for information, education, and entertainment along you're your products and services.

Tip #6 Not a Wordsmith?

Often the small business owner is so attached to their products and services they have a hard time writing good copy. They are too shy to write in a complimentary way about their business. They can't articulate the customer's benefits. They can't keep their streams of thought focused.

If you think you are not "good with words" you can hire:

- A professional copy writer
- A college student to write as an assignment
- A friend or client to write from their perspective

But, once you hire someone you still have to give them all the necessary information for your site. So, gathering information and practicing writing is a good idea.

Here's a fun and easy way to gather what you want to say on your site:

- 1.) List everything (features) you want customers to know about your products, and services.
- 2.) Using 3x5 cards write one feature on the front per card until your list is complete.
- 3.) On the back of each card write the customer benefit of that feature.
- 4.) Brainstorm this process with your employees, friends, and family.
- 5.) Listen for ideas from your clients and customers.
- 6.) Now you can use the cards to practice writing sentences.



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Begin your sentences with the benefit and end with the feature: "Because you need/want this ...we have that". When you start a sentence with feature be sure to end it with a benefit: "We do this ... what it means to you is that".

From your *- cards you can also practice writing headlines, subtitles, and phrases for ads. Just remember to keep the attention getting benefits right up front.

People are not interested in your products. They are only interested in their own problems, needs, wants, wishes, and desires. You just happen to be able to solve all of those problems, needs, wants, wishes, and desires through the medium of flowers! Not a bad position to write from!

Need assistance in building your website?

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