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Revealed: 14 Simple Writing Secrets You Must Know If You Want To Be A Part Of The Lucrative World Of Web Writing.

If you understand these simple tips, you'll know more about web writing than 97% of the population.

1. Don't use clever headlines that force people to think. *Tell* the reader what the page is about. They've come there for information and will click out in seconds if they don't get it quickly.

2. When quoting numbers, always use an odd number. "93% of farmers use Citrus Fertiliser" sounds more believable than 90%.

3. Use the word FREE a lot. The culture of the internet is rooted in free and open exchange of ideas and information without payment. Play by the rules of the medium and you'll be rewarded.

4. Make sure there's plenty of white space on the page. The page has to catch the eye before it catches the brain.

5. Rewriting is the key. Write it. Let it sit for at least 24 hours. Rewrite. And then rewrite it again. Despite popular opinion, the first draft is almost never the best draft.

6. Vary the length of your sentences. If the sentences all have 10 words, it won't have rhythm or impact.

As a rule, sentences on the web shouldn't contain more than 14 words. Here's a reference guide to keep it simple:

Sentence length:

Very easy:	8 or less words
Easy:	9-11
Fairly easy:	12-14
Standard:	15-17
Fairly difficult:	18-21
Difficult:	22-25
Very difficult:	26-30

7. Stick to the formula: The old formula AIDCA still applies to web writing.

- a) Attention – Start with your strongest benefit.
- b) Interest – Use sub-headings. Tell them what's in it for them.
- c) Desire – Offer samples, trials, demonstrations
- d) Conviction – Offer a Q and A section.
- e) Action – Create a time-limited offer.

8. Writing for the web is different to writing for print. Be succinct: delete 50% of your brochure copy before you even think about putting it on

the web.

9. Use hypertext. It splits up long passages of information that might not be interesting to everyone. It also helps people navigate the site more easily.

10. People don't read the net. They scan. Make sure the key words that relate to your product are mentioned on the home page.

11. Use bullet points instead of long sentences. It's easier on the eye which means it's easier to read.

12. Use sub headings. See above.

13. Make it simple. Don't use big words when you can use little words. Short is better than long. Here's some examples:

Before: Subsequently we will require your signature.

After: We need your signature.

Before: Illumination is required to be extinguished on these premises after nightfall.

After: Lights out after dark.

14. Start with the end in mind. Write down your marketing objective before you begin. Do you want to generate leads? Build a database? Get an order? Let the reader know early on what you want them to do. It's okay to be blunt. It's okay to be obvious:
Eg. Please fill out the form and email it back to us today.

Byline:

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