The One Page that EVERY Website MUST Have
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Scott Martin Copywriting
(704) 358-8090
(704) 517-0241 (Emergency Copy Hotline)
Email: scott@ScottMartinCopy.com

The One Page that EVERY Website MUST Have

And what it MUST do…

By Scott Martin, direct response copywriter. Email here.
scott@scottmartinwriting.com

When did the Internet become such a big part of life? Was it 1993? Somewhere around then. In about 15 years, everyone and every company has a website. And it seems that every *pet* has a website. Let's leave people and dogs alone and focus on businesses.

Business websites vary from the brilliant to the beautiful and from the look-away awful to the pretty—but useless. The number of companies that spend money on brochures has decreased dramatically but I'm old enough to remember the 'image' brochure which was usually a lot of pretty pictures printed on heavy paper stock with lots of varnish; sales people would leave the 'image' piece with the client or the company would mail it to a prospective customer. The company or its advertising agency never intended the piece to

produce a specific, measurable result yet they spent a ton of money on the piece. It was supposed to project the company's image.

I see a lot of 'image' websites that fail to achieve much and yet companies spend, again, a ton of money on these sites. They look good and the copy reads well but I can't see how these attractive sites really motivate someone to make a decision that leads to a sale.

A website must achieve two things:

- Collect data
- Provide enough information so that someone who is really interested in the product or service takes 'the next step.'

These two are related so I'm going to talk about the one page that will help the company achieve #1 and #2.

The "About" Page is Vital for Just About All Businesses

When a prospective client or customer visits your site, they are interested in your product or service. That's the good news. The bad news: most companies totally and completely fail to sell themselves properly and adequately; and worse still, they fail to use the "About" page and, indeed, the site, to gather data like email addresses, demographics, etc.

Typically, I see a headline on the "About Us" page that reads:

"About Acme Dishwashers."

And then I read two or three paragraphs of dull informational copy that totally fails to get the reader excited about Acme Dishwashers, even though Acme Dishwashers are really, really good. In fact, Acme Dishwashers are the most durable dishwashers made. So, how about this headline…

How Do We Build a Dishwasher We Guarantee Will Last 15 Years?

The rest of the page should describe, in great detail, how and why Acme builds dishwashers that last 15 years or more. It will also detail the many and various additional benefits. AND this page must get readers to sign up for free prizes and other irresistible offers; in this way, Acme collects data and builds their email database, which is vital to marketing success.

When someone is really interested in what you offer, you must give them tons of information. Typically, when I write a website for a golf course, it's close to 6,000 words; in most cases, the "old" site had about 1,000 words of vacuous nonsense.

If you're not convinced that you need more information, not less, think about this.

I have always owned a Volkswagen and I currently own a 2004 R32, a somewhat specialized version of the Volkswagen Golf. I'm not a mechanic but I'm into the car and its various foibles and benefits. If I get a magazine about cars, I flick through it looking for articles about R32s and Golfs. If I get a

magazine about German performance cars, I look through it for news about specialized Volkswagens. BUT…if I get a magazine about R32s and similar cars, I read through it twice. I also go to certain websites that offer detailed information about R32s and similar cars.

The longer you keep someone on your website, the better…they are much more likely to buy your product and/or hand over valuable data. The "About" page is one way to keep them on your site longer—provided the copy is written to keep them.

For professional direct response copy for your company's website, call me right now at (704) 517-0241 or email here. scott@scottmartinwriting.com