

Make your web site really click with customers.

Graphics. Domain. Web design. Hosting. Maintenance.
You've got a lot invested in your web site. Your future.

How can you leverage that investment and connect with your prospects? Want to pull rank in the war of the search engines?

Words are the key. Get Write 2 the Point and get results.



Not all media are created equal. You wouldn't force a square peg into a round hole. So why would you put your print messages on your web site as-is? Prospects will see you differently in cyberspace. Your content should be different too.



Surf and turf. It's critical your site gives visitors what they're looking for - fast - while satisfying the search engines so you make it to the top.



Once more with feeling. Translating benefits into words that trigger strong emotions and command action will make you a big hit with prospects.



Good looks only get you so far. Dynamite graphics are cool, but online you could be history in a click on an instant. Words link visitors to what you can do for them.



Too close to home. As the expert, you can't see things like a prospect. It's best to hire a marketing expert who has a way with words, to do the talking, or writing, for you.



Out of site, out of mind. Your web site may be the first, the only, impression you get to make on a prospect. It must be professional and personal. If your messages miss the point, they'll miss your bottom line too.



The net of it. Profit from the talents of a trained professional without the cost of a full-time employee. Focus on what you do best. Meet last minute deadlines. Be a hero.



When at first you do succeed, test, test again. You won't drive traffic to your site by standing still. New content keeps the information highway headed in your direction.

Don't search any further.

**For results the others can only bring to copy,
get Write 2 the Point today!**

(727) 797-0652

www.write2thepoint.net

Copy for six page Express Web only \$990*

*** Includes research, conceptual work, writing, proofing, editing and two revisions**