

## Web site content

You're top of the list in the search engine, and your site sizzles, but...

There's a lot of competition out there. If people visiting your site aren't getting the information they came for — and quickly — they'll soon go somewhere else to look for it. After all, there were over 50,000 other sites in the list!

A red speech bubble containing the text 'Let's try another site ...'.

Let's try another site ...

A red speech bubble containing the text 'This doesn't look very safe!'.


This doesn't look very safe!

Nobody is going to wonder if you're genuine or not ... are they?

One of the things that puts doubt in people's minds about the credibility of a web site is the professionalism of it — not just the colour scheme and the layout, although these are very important, but also the words that are used.

We're getting lots of visitors ... but then a lot of telephone calls!

If this is your aim — to get people to call you — then congratulations. On the other hand, if your instructions aren't clear, you may be losing people who don't even bother to ring. And if you do want phone calls, would you like more?

A red speech bubble containing the text 'I can't work it out — let's ring them!'.

I can't work it out — let's ring them!

## How long do you stay on a web site?



You have probably paid good money to web designers, graphic artists and search engine optimisation experts. All so people will find and be attracted to your web site.

Now you've got their attention, you've got to keep it — keep them focused on you in a fast-moving world.



## We make sure we understand your message

We probably need to talk to you a bit, to find out about your organisation and what you are trying to tell people who visit your site. We will also find out what you want them to do when they get there!

## We make sure your visitors understand your message

Writing for the web is different from writing for print. The tone is different, the words are different, the whole pace is different — people don't want to hang around, and they certainly don't want to have to work to understand you.

## What do you get?

Well, it really depends on how your web site is put together. We will give you the words in a Word document, so you have a copy of the text itself — you may want to use some of it somewhere else, for example. After that, either you or your web site administrator can put the words on the web site, or you can ask us to directly edit the web pages for you. The choice is yours.

## What's the first step?

You've already taken it. If you've got this far, you appreciate the need for clear, unambiguous web content that ensure the investment you have already made in your web site is worthwhile.

For more information and an informal discussion of your requirements, please get in touch.

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