

A Check List

10 Essentials
Your Website
Absolutely, Positively
Must Have To WIN

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Prof. Max Impact



Don't Pay Good Money To Drive Prospects To Your Website Until You Pass This Test

Sharpen those pencils. Contact your webmaster. It's time to see whether you're ready for prime time or if it's back to the drawing board.

If you answer “YES” to at least eight of these ten questions about your website, you rank in the top 9% of all small business websites* .

* According to WLAM surveys



1



Is Your Message Differentiating?

Every message, every company, should be unique.

Ron Perelman, Chairman of Revlon and billionaire philanthropist says, *“Every business has some uniqueness...the trick is to find it and capitalize on it.”*

Look closely at what you’re saying to make sure your claims, your name, your tagline are different from any competitors.

Read Jack Trout’s book, *Differentiate or Die* and get my guide, *35 SureFire Formulas For Attention-Grabbing Headlines*.



2



Do Your Headlines Grab Attention?

Do they make readers stop what they're thinking and instantly think, "Wow! This is something that could benefit me; I'd better read further."

Do you talk about the **Benefits** they get when they use your service or purchase your product? If not – rethink those headlines. Now.

Do you have a compelling tagline that tells what you do and why you're different or better?



3



Is Your Main Image Captivating?

Does the photo or sketch draw the reader in? Is it relevant to your product or service? If there are people in it, do you get a good feeling about them and thus the product or company?

There are times you may use a negative picture – that is, one designed to communicate fear, distrust, anxiety, sadness, pain, or confusion.

When? When you're offering the solution.



4



Do Readers Know What Your Company Does Immediately?

You have 3 to 7 seconds to communicate what your invention is and why they should be interested in it.

In these few seconds the reader only has time to look at your top banner, Headline(s) and main image to decide whether to read on, or call it quits.

Check your web analytics. How long are people staying on your site? How many page views? How many opt-ins?



5



Do Your Readers Understand The Benefits Your Company Promises?

All people listen to the same radio station in their heads, WII-FM. What's In It For Me.

Have you quickly transitioned from Headlines and sub headlines into selling copy that talks about - or lists - the top two or three benefits they get when they buy your product?

Hint: On the home page don't waste space on more than the most important benefits.



6



Is your copy written **CLEARLY** and **CONCISELY**

Careless writing or trying to be too creative can cost you readers, opt-ins and sales.

You must take care to write so clearly you can't be misunderstood, so concisely you don't waste a second of their time by using unnecessary words, and so conversationally that it reminds them of talking to a friend across the kitchen table.

Talk/write using words they would use everyday.



7



Do You Use Terms A Fifth Grader Would Understand?

As a general rule, it is best to write to the vocabulary level of a fairly bright eleven year old.

If you have a distinctive target readership, it's proper to write in their language and to their level. Thus, when addressing mechanical engineers, it is more than OK to put aside the general rule. But please do not forget: big, complicated words make people stop reading. Once they stop, it's harder to get them started again. And results decline.



8



Do You Have A Desirable Opt-In?

Only about 6% of your prospects are of the mind to “buy now”. The others are gathering information in contemplation of a future purchase. It’s your job to furnish them with good, useful information.

Do you offer a report, guide, whitepaper, checklist, newsletter, or other valuable information in return for their name and email? If you don’t, how do you expect to find those persons who like your product so you can begin to build a relationship with them.



9



Do You Have A Blog That's Updated Regularly?

I understand from my techie friends that one of the best free ways to get noticed by the robots (or “bots”) at Google, Yahoo and others is to have good content (like a blog) and keep adding new content regularly.

Don't just post a blog when you feel like it - schedule yourself. For instance, I send a tweet, post to my Linked In page, and send a newsletter out every Tuesday. You can even write the post in advance and schedule the delivery.



10



Does Your Website's Layout Promote Easy Reading?

Your layout (the positioning of the words and images on the page) serves a crucial purpose.

Its purpose is to make it easy and pleasant for the reader to read your story. Top to bottom. The colors, the use of “white space”, the style and size of the fonts you choose, all contribute to how easy - or difficult - it is to get your words read - and getting read is the whole point.

Don't forget. Make sure your site is mobile optimized.



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OK. You're now armed with the right information. Including these 10 points in your website is your first step to rip-roaring success.

Good luck,



About The Author



Alan Tarr (aka *The MoneyWords Copywriter*) is a former Madison Avenue copywriter who discovered it was far more satisfying (and profitable) to market his own small businesses. It was this revelation that moved him to become an entrepreneur.

He has owned and sold four businesses and is now President of MoneyWords Marketing in Phoenix, Arizona.

He has written copy and devised brand strategies for numerous national and international companies including Datsun (now Nissan), Taco Joe's, Phoenix Suns, NARPRO.com, HeliServices/Enstrom Helicopters, Commercial Credit Reports/TRW, LaddieBoy Dog Food, TopEdge Shears, and various Cruise Lines.



Alan is the author of *The Seven Deadly Sins of Marketing* (2007), *WIN The Marketing Game And STOP Wasting Money* (2016), *Write Like A MADMAN And Make Money Like Crazy* (2018) and over 100 articles and guides on marketing, advertising and franchising. He holds a BBA, MA and CFE (Certified Franchise Executive).

Apart from his business life as a branding strategist, copywriter and coach, Alan's passions are playing golf, making music (Irish, Blues, and Trop Rock) and attending musical theatre. One of his all-time favorite quotes is by advertising legend Raymond Rubicam "...the beginning of greatness is to be different and the beginning of failure is to be the same." Alan tries to live his life with this in mind.

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