

What happened to the days of "build a website and they will come"? It seems that era ended when "we don't have a website" was no longer quaint. Today, your Web business must not only look highly professional, but it must also communicate effectively. If you want to attract prospects as well as convert them to clients, remember: Good looks will take you only so far.

Rapidly changing technology, savvy Internet users, and stiff competition demand that our online verbal communications evolve as well. Therefore, as we race to keep pace, let's

consider the acronym *stop*:

Search Engine Optimization: In order for your prospects to find you, your website better be a headliner among countless competitors. Using the right keywords and phrases in your content is a starting point.

Does your language accurately define your reason for being?

Target the Market: You cannot be all things to all people. The longtime reminder is worth repeating when we see the world and want it all.

Can you effectively appeal to Toronto, Tennessee and Timbuktu?

One-Two Punch: Get to your point quickly in as few as words as possible.

How hard must your prospects search for the punch line?

Point of Difference: Hook them by sharing your unique benefits. Your staff photographer speaks six languages. Your auto mechanic services race cars.

What extra advantages will they gain when customers choose you?

Though not rocket science, effective Web writing is a skill. Create a presence online by making every word count.

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