

## Words Lead the Way

by Deborah Chaddock Brown

In a recent Entrepreneur Magazine, IT specialists listed the top 10 ways to make your website stellar and the top three were about words:



1. Descriptive Tag Lines. Use your tag lines to focus on what your company does best. If your business name doesn't clearly tell what you do, then make sure your tag lines communicate your definitive difference- what separates you from your competition.
2. Excellent Content. Does your content clearly indicate what problems your company can solve for the reader? Is it easy to read, informative and enticing so readers come back time after time?
3. Edited Text. Short sentences, small words, clear message. Eric Anderson, director of agency services at White Horse Productions in Portland, OR recommends "Estimate the absolute least amount of text your users will read on your site, then cut that in half. Keep your font size at 10 points or above and your paragraph size at 120 words or less."

Copywriting has become so important that Yahoo Hot Job ranks copywriters as one of the top five careers for 2007.

*...Demand for skilled copywriters is rising as more companies require compelling content for Web-based initiatives and print advertising. In fact, in a survey by our company, 60 percent of advertising and marketing executives who plan to hire new employees said they'll be adding copywriters.*

In most companies copywriting falls to whoever has time on their plate from the Administrative Assistance to the Office Manager. Whether you hire freelance writers or have dedicated writing staff members; spend a little time reviewing your marketing content. Is it user friendly – reader-focused?

Need help? Call me: 330-414-8792

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## BizInformer Ranked Best in 2006

Tooting my horn for just a minute. My blog, [www.bizinformer.com](http://www.bizinformer.com) was recently ranked one of the greatest business blogs for 2006 by Blog Entrepreneur. Check it out – with the latest in communication/marketing trends, opinions and resources, you'll find something of interest.

## 49 Marketing Secrets – now available

Pre-orders for the long awaited marketing tip book are now available on Amazon or on our site: [www.49marketingsecrets.com](http://www.49marketingsecrets.com). If your business could benefit from tips and techniques from the experts – this is the best \$19.95 you'll ever spend.

## Create Your Podcast or MP3 File FREE

Have you had visions of cutting an album? Audacity is a free download software that will allow you to record directly into your computer and then manipulate the file. As I was learning to use it this weekend, I quickly learned that my small laptop could play the role of a studio mixer in that I could harmonize with myself, cut, edit, add additional background music - it is my newest toy.

Check it out. It's super easy to use.

## Where is Deborah Speaking Next?

May 8 Reaching Your Target Customers  
9am – 12pm  
Portage Lakes Career Center

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[www.allwriteink.com](http://www.allwriteink.com)  
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