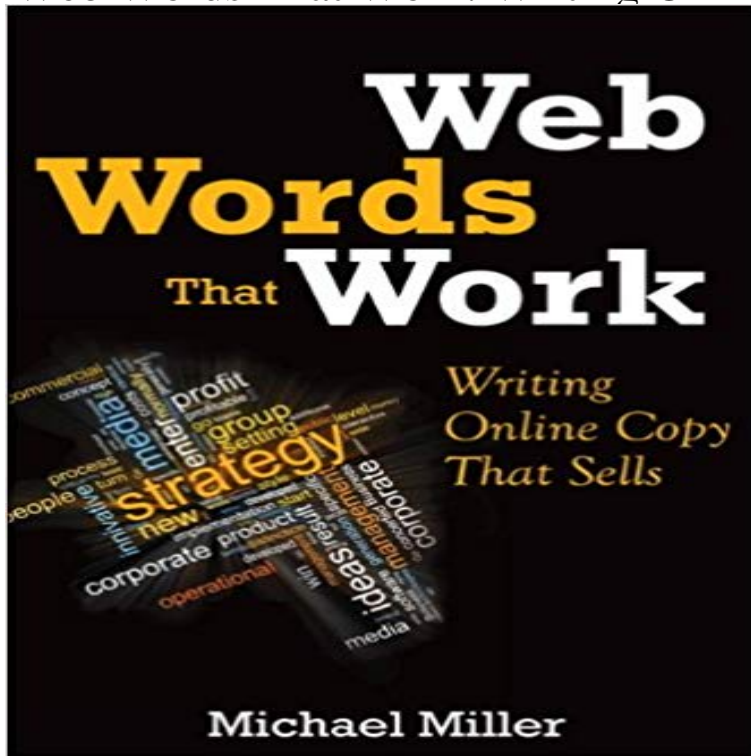


Web Words That Work: Writing Online Copy That Sells



Write great search-optimized, customer-optimized web copy! (No experience? No problem!) Need to put together a website? Or post to your companys Facebook page? Or write a great Google AdWords ad? You know its important. Your image is at stake. Maybe a lot of money, too. But youre not a professional web copywriter. Where do you start? Right here. Million-selling author Michael Miller will teach you, show you, guide you even if youve never done it before! Think you cant write? Hate to write? Forget school: Here are all the professional-quality online copywriting tips and tricks you need right now. Miller will help you find your voice, organize your message, use links, get great search results, and a whole lot more. Best of all, youll learn how to grab hold of people in seconds because thats all the time youve got!

The perfect web copywriting guide for every entrepreneur, small businessperson, blogger, and website owner. Keep it short, keep it simple! Think like your readers, fire them up, and get them to act! Write text that search engines and humans will both love. Be absolutely clear! Squeeze all the confusion out of your content. Make sure you know just enough grammar and punctuation. Combine text and visuals to make them both work better. Choose the right delivery formats. Integrate your copy into an existing web page design. Work well with web designers and developers.

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Michael Miller has written 100+ non-fiction books, including *The Ultimate Web Marketing Guide*; *B2B Digital Marketing*; *Using Google AdWords and AdSense*; *Using Google Search*; *The*

Complete Idiots Guide to Search Engine Optimization; Sams Teach Yourself Google Analytics in 10 Minutes; and Facebook for Grown-Ups. Millers books have sold more than one million copies worldwide. He has earned a reputation for clearly explaining technical subjects to non-technical readers, and offering exceptionally useful real-world advice on complex topics.

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