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# Laura Elton Marketing and Web Design's "The Evolving Web Site"

"Where strong  
content and  
creativity meet"

April 2011

**Dear Laura,**

Welcome to the first issue of Laura Elton Marketing and Web Design's newsletter, 'The Evolving Web Site'. It will provide great reading for anyone who owns or is thinking of owning a web site.

Many business owners struggle with their web sites. They feel that something is not right, but they can't put their finger on the problem. They know their site could work harder for them but they don't know what needs changing.

That is how this newsletter will help.

Each issue will provide pointers regarding how your web site can be more effective in terms of content, design and/or outreach. After all, web sites should not be static, but rather constantly evolving to:

- improve communication with your readers;
- include new information about your ongoing services or products;
- include information about your new services or products;
- be perceived as timely;
- improve your Search Engine Optimization;
- incorporate new technology, and
- benefit from new social media groups.

If you have any questions or topics you would like to see in future issues, contact me and I will try my best to address your areas of interest.

Sincerely,  
Laura Elton, Owner  
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## Feature Article:

### Was your web site written by a web writer? Your readers can tell in 7 seconds or less.

Writing for a web site is unlike any other form of writing.

That is because people read web sites differently from the way they read newspapers or books. Or even this newsletter.

Studies have show that people visit a site for no more than seven seconds before they decide to stay or click off. Is your site catching your reader's interest... and then holding his attention and leading him to take action?

## Quick Links

[Laura Elton Marketing & Web Design](#)

[Complimentary Web Site Analysis](#)

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Well, a site written by a good web copywriter will do exactly that.

Here are some key tips that good web writers keep in mind while writing for a site.

- Copy should be directed toward the reader. Focus on words like 'you' and 'your' and not the words 'we' and 'our'.
- Speak to the reader in a clear, concise manner. He wants to get the information fast.
- Provide a way for your readers to scan the page so they can quickly find the information they want.
- Give the reader the information she is looking for...not what you want to tell her.
- Provide good links where the readers can find more detailed information, if *they* desire.
- Use lists, bullets, capitalization, line breaks, and other formatting techniques to enhance the reader's ability to scan.
- Don't leave the readers wondering what to do. At the end of the web page provide a 'call to action.' Have the option right there. Don't make them search for it. Odds are, they won't. Click. (oops!!!)

Now take a fresh look at your web site. Pretend you are seeing it for the first time. As a new visitor, can you easily find specific information?

If you are selling a service, is the service clear and well defined? If you are selling a product, is it easy to determine that you have a great shipping policy... that you take credit cards? Is it evident what sets your product apart from the competition... and even what your product is?

Can the reader find the answers to her pressing questions without having to slog through words she doesn't care about?

If not, you are losing valuable business prospects every day. Because your reader holds the mouse. And she's not afraid to use it... CLICK!

**If you think your web site is just talking to itself, we can help!**

Laura Elton Marketing & Web Design specializes in creating great content.

We do copywriting for:

- sites we develop;
- sites currently in existence, and

- sites being developed by another entity.

Let us wake up your copy and keep your readers interested and engaged.

We can also optimize your site for the Search Engines. Yes, we speak SEOs too!

[Contact us now!](#)

## Complimentary Web Site Analysis

Laura Elton Marketing & Web Design will perform a complimentary Web Site analysis of your site. Upon review of your site, we will return a one-page report, informing you of how your web site can be made more effective for your web readers.

This report will be based solely on what can be determined by observation of the site. It will not contain any information regarding SEOs effectiveness.

[Sign up now for a complimentary Web Site Analysis.](#)

**Offer Expires: April 30, 2011**

**Code: APR11CNT**

**Laura Elton Marketing & Web Design is a full service custom web design company.** We specialize in **great content**. We also create all **supporting marketing materials** including but not limited to: press releases; feature stories; brochures, and newsletters. We welcome all questions and comments.

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