

Pre-Flight Checklist - Successful On-line Copywriting

1. You have 5 seconds to grab someone's attention on the homepage. Make the content **IMMEDIATE** and **MEMORABLE**.
2. We each read 4 million words a week. Choose a font style and size that has high readability. Sans Serif (Arial or Verdana) is easier to read than Serif (Times New Roman). Readers aged over 40 need minimum 12 point unless they have their specs handy.
3. Black text on a white background has 70% readability. White text reversed out on a black background has 0% readability. Black text is read by four times as many people as a **bright colour**. Avoid Italics in block text.
4. Headlines are read five times more than body copy. Use **Title Case** not **UPPER CASE**. No full stop. Inverted commas increase readability - it implies speech.
5. Make headlines eye catching – use Shock! Problem-Solution scenarios; appeal to curiosity with Questions and greed with Money.
6. Viewers read 25% slower on screen. Use bullets, sub-titles, bold and highlight. Avoid blocks of text and breaking text with pictures. Avoid copy inversion – larger font should be above smaller font text on the page.
7. Use emotional and dynamic words – FREE, NEW, SAVE, ANNOUNCEMENT, INTRODUCING, EXCITING, EXCLUSIVE, LIMITED OFFER.
8. Throw only one ball, they will catch it. Throw five and they will drop them all. Write simply and be personal – speak to the individual not the world.
9. Sell after you have sold – make them feel good about buying from you. Thank them for their interest, their orders, their feedback and their enquiries. Help them **KNOW, LIKE and TRUST** you.
10. Use testimonials on every page. They increase effectiveness by 30%.

