

Word Flex

The protein shake for your inbox



Hey

Want to know what's going through your customers head when they're looking at your website?

There's a little voice whispering, *is this the best one for me?*

Your content needs to lovingly respond, *yes it is, buy it!*

If you're expecting people to buy from you just because you've put your thing on the internet, it's not gonna happen.

Sure they might stumble upon it in their search. But if the words you use don't show them how it'll make their life better, they won't buy it.

Clear, high-quality images are a must for showing them what to expect. But that old cliché about a picture being worth a thousand words isn't true.

Your customers want to know how it works, what maintenance it needs, all the details and features and WHY it's better than your competitor's product.

A picture won't tell them all of that.

But you can.

Take a long look at what you're offering and think about every possible benefit from it.

Selling tissues? Okay sure, they're great for runny noses.

They're also good for wiping away tears during a heart-rendering breakup. Or dabbing off sweat from your palms before shaking your new bosses hand. What about shoving under a wobbly table leg at a busy café?

Even the most mundane, everyday products have loads of uses.

You never know what your product will be used for, so take it for a test run. Spend a day playing with it, or even better, let some friends borrow it then ask how they used it. Listen to the words they use.

If they all say it saved them from spilling their morning coffee, then put that in your product description.

Plus, a super informative product description gives your SEO a boost and increases your chances of Google finding it.

Best and Fairest

Some of my clients don't want to know about SEO. They build their awesome businesses from word of mouth. But they want a website to point people to, like an online business card.

So when Susie tells Janice about Grock's Personal Training, Janice gets her phone out and looks it up.

Now if Grock's published his website without any SEO, Janice is likely to see a website where some of the content is off the screen. It's like being handed a business card with half the phone number chopped off.

One of the key aspects of SEO is making sure your site is mobile friendly. Around 60% of your audience is viewing your website on a mobile device.

Enter this week's free tool, Google's [mobile-friendly test](#). Pop in your URL and find out how your website appears on a mobile device.

You're welcome.

Backlink Op

This week's backlink opportunity comes from [the PTDC](#). They want articles written for fitness professionals. If you've got a new technique or specific knowledge you want to share with personal trainers, they want to hear it.

Head on over to their page and pitch your idea.

Did you see my Insta post about how to make your product descriptions wow you customers? If not, go [check it out](#) because this one's a keeper.

Chat soon,

Kara



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Not loving the flavour of my emails? Totally fine, just click below if you've had enough.

[Goodbye Word Flex](#)

