

Planet Freelance Copywriting News

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UK the world's biggest ecommerce economy

The UK became the world's biggest per capita ecommerce market in 2009. In fact the internet generated an astonishing £100 billion in '09, that's 7.2% of our total GDP.

The GDP calculations don't include B2B ecommerce, worth £360 billion a year, or online advertising at £3.5 billion a year.

As a net exporter of ecommerce goods and services, the UK earns £2.80 for every £1 it imports.

The UK is also the second biggest online advertising market on the planet.

If your business isn't online yet, it's time to take the plunge. 40% of UK SMEs don't have a website yet. But if your business is lagging behind and you're on the brink of taking the plunge there's plenty of time to profit from the situation.

The internet is still in its infancy and things are changing fast. It isn't a mature market, it's still feeling its way. The net isn't anywhere near 'full up'. And people are very far from bored with it. Quite the opposite.

In short, ecommerce is still one of the most exciting opportunities on earth. Even in the crowded, early-adopting UK.

How to grab yourself a competitive edge? There are many ways to get your business the attention and visibility it deserves. Great content is in the top three, so if you're about to go for it get an experienced freelance copywriter on the case and make your web presence work hard for you.

Last Month's freelance copywriting services

During November 2010 I helped businesses with...

- daily, weekly and fortnightly blog posts
- regular and one-off press releases
- articles for SEO
- ebook editing and ebook ghostwriting
- website content
- website content edits
- email marketing campaigns
- autoresponder campaign
- video scripts
- SEO-friendly web pages

Kate

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I'm Kate Naylor, an experienced freelance copywriter and editor with a strong direct marketing focus. And this is my monthly five minute newsheet. You can find out more about what I do on my website: www.helpinthecity.com

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