



# Copywriting

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## It's direct marketing but not as we know it...

online, headers and subheads have a distinctly different role.

The mindset of online readers is different from any other medium.

TV adverts interrupt the programme you've chosen to watch. The same goes for press ads, direct mail, poster campaigns... they're distractions, imposed on you rather than chosen or sought.

In contrast most websites are found via a search engine, which is driven by someone looking for a specific business, product or service. Searchers have objectives firmly in mind. They're task-oriented, intent on finding what they want.

So to be effective, website headers and subheads should address the needs of people who know exactly what they want.

This is very different from writing for traditional marketing, for instance press ads where you're trying to steal readers' attention from the editorial.

The bare bones: a visitor arrives at a website with three questions in mind: Am I in the right place? Will I find what I'm looking for here? And can I do what I want here?

In search of answers they unconsciously scan the screen, absorbing visually prominent elements - the headers and subheads - before deciding whether to read on.

So it makes sense for website headers and subheads to answer visitors' three key questions clearly, frankly, fully, succinctly and confidently.

*Kate*

## Last Month

During December '08 I helped businesses with:

- blog posts - various industries
- keyword rich website pages - holidays, business training, creative agency etc
- newsletter: heavy engineering
- press releases - HR & insurance
- website content - recruitment, carbon offsetting, agriculture, art workshops
- video scriptwriting - dating website
- direct marketing letter - cleaning services

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