

copywriting

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37% of small US businesses don't have a website...

A recent survey in the States quizzed 552 small business executives and found the following:

- 37% don't have a website
- 84% haven't tested ecommerce
- 62% don't do email marketing
- 74% who have a website say it has a positive effect on sales
- 75% don't advertise online
- 67% haven't considered SEO
- 63% think word of mouth is the best way to market their business
- 81% haven't tried social media

Things are a bit different in the UK, with more small businesses adopting new technologies, radical marketing opportunities and emerging media. But if I ran a small business in the US I'd be laughing. Just 63% of my competitors with a website and fewer than 35% making an effort to tackle SEO? Brilliant!

New SEO copywriting site

My dotcodotuk site's up and running, built in response to a series of almost-disasters. www.helpinthecity.co.uk lives with a separate host for safety. Although I now have two sites to market and optimise, at least if one goes belly up I've still got a viable, visible web presence!

Last Month's freelance copywriting services

During March 2010 I helped businesses all over the world, selling all sorts of weird and wonderful things, with...

- blog posts
- press releases
- newsletters
- video scriptwriting
- site content
- email marketing
- direct mail
- website content
- keyword rich pages for SEO
- articles
- video scripts
- and more!

Kate

click to visit www.helpinthecity.com or www.helpinthecity.co.uk