

Revenue Performance

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Website Copywriting Guidelines

Remember these Guidelines

- Choose 3 - 5 key phrases that are targeted for each page
- 250 Words of text on each page
- Headlines 8 words or less
- Sentences 15 – 20 words
- Paragraphs 40 – 70 words

- Use a combination of bullet points and informative text on all pages
- Use variations of keywords (i.e., hotel, hotel's,)
- Place keywords as close to the beginning of any paragraph as possible
- Place keywords in content as close to each other as possible
- Use keywords two to 10 times (as reasonable) per page
- If you website has rankings do not

Place keywords at the beginning of a sentence or paragraph. Since Search Engines are not just searching for keywords but the importance of those keywords on a page, keywords placed at the beginning of sentences and paragraphs are given a higher weighting than keywords placed elsewhere.

Place keywords in content as close to each other as possible. Try to use keywords in groups, as close to each other as possible. Again, this is something search engines give additional weighting to. You will be creating keyword phrases by doing so.

Use keywords two to 10 times. Try to use keywords two to 10 times. I have to add the caution “as reasonable” because though you want to use the keywords as often as possible you can only do so often without becoming repetitive. It's an art, not a science.

Keep your keyword density to 8% – 12%. Use the free tool www.keyworddensity.com.

Call-to-Action - Does your copy give the visitor a powerful reason to book a reservation, sign-up for the hotel newsletter or other call-to-action you want them to take?

Is there a call to action on each page?

Headline - Does your headline offer a significant benefit to your website visitor? Does your headline contain your keywords? Will it draw the website visitor into reading the rest of your page or click elsewhere on your website?

The ultimate purpose of your headline is to get your reader to read more, create intrigue, curiosity and desire.

___ Create Visual Image of the Hotel and Destination - Does your copy create sufficient desire to help create a visual feel of your hotel and destination using compelling copy? Creating compelling marketing text will create the desire for the reader to take action.

___ Testimonial - Where applicable, add a testimonial from a "delighted" customer. Remember that adding a signature to the testimonial such as "A.P California" if you have their permission use their full name and company as this is more credible than just initials.

___ Verbs Does your copy contain action words instead of adjectives, where applicable? Doing is better than describing in your website copy.

___ Excess Words - Read through your website copy and remove any unnecessary words. Is the sentence too long? Can I say the same thing with fewer words? Check everything. If any word or just does not sound correct remove it. Keep the copy simple and straight forward.

___ Length - Are your sentences too long and, in some cases, too short? Find a balance. It is easier to read, and there are times when only three words can make an impacting sentence.

___ Relevancy - Is your copywriting written for your target audience? If you have a wedding page or meeting page your copy should be directed to the buying motives of these customers.

Remove all jargon or complicated words unless you can add a "clear" explanation of its meaning. Simplicity is always best!

___ Links - Do you offer both internal and external links on each page of your website? Be sure your external links are relevant and use three – six words for your hyperlinks and they should be your keywords.

___ Study Great Copywriters - Mail order catalogs often demonstrate great examples of well written copy. Read through the brochures of mail order houses such as J. Peterman, Sears Roebuck and L.L. Bean. They are masters of the art of selling goods by means of printed words and pictures. Read through their brochures and closely observe how they use headlines, pictures, benefits and reason to "act now!"

Out-of-the-Box Copywriting Idea's

Mercurial M-Dash Point - You know the "m-dash." It's the long hyphen-looking thing that helps set apart such as,

- **At the Sleep Inn Orlando -- we offer free transportation -- to all Walt Disney World Attractions and a scrumptious deluxe continental breakfast**

See what I just did there? It's a key thought in the middle of a sentence.

Copywriters use them all the time -- maybe too often -- to really emphasize a point they don't want the reader to zip past. (Yikes, I did it again).

Parentheses Wink - Great writers frown on overusing, even abuse, of parenthetical remarks (you know the type), parentheses are not used much in sales copy either.

But sometimes (for instance, after a headline or in a sentence where you need a kind of "wink, nudge" aside to the reader) it doesn't hurt to throw a comment inside parentheses.

- **Our Hilton Tucson meeting space (2004 Gold Key Award winner) offers over 25,000 square feet of meeting space with 20 break-out rooms**

Done right, you can use this device to highlight the conversational, even conspiratorial tone sales copy sometimes needs to take.

Interest With Quotation Marks - We're not supposed to use quotation marks unless we're actually quoting someone who said something.

Still, quotation marks have a strange power over readers. Even when they're not surrounding a "real" quote, they have a way of pulling readers in.

- **"Award Winning Hotel Orlando Florida"**

Copywriters sometimes use that phenomenon by putting headlines and subheads in quotes. Or even words they just want to "emphasize."

The Power of the Ellipsis - The ellipsis, you've seen... haven't you? It's that... how do I explain this... series of little... you know... dots that copywriters use so often in their copy.

The ellipsis is supposed to just indicate missing text in a phrase. Especially where that text can be implied without being stated.

- **The Marriott Suites Scottsdale where...Dreams Become Reality with the Scottsdale Spa Retreat Packages...Call us today 800-555-1212**

Give it a try and test, test, test your copy.

Words that Sell

Remember you are promoting your hotel and the copy should be compelling and detailed.

Your copy should convey the selling strengths of the hotel to give impact and result in an action by the visitor. Your hotel description should use action words and should include why your hotel is different...let the visitor know that your hotel has character.

While long words can make for unreadable copy, long sentences can doom you as well. According to Ohio University researcher Dr. George Klare, sentences with 8 words or fewer are easiest to read, and those with 25 or more are hardest to read; 17 words is standard.

Ask yourself...“why do guests stay at my hotel”, be creative with your cop

We all know words are powerful. Whether written or spoken, according to advertising legend David Ogilvy, some of the most persuasive words to use in marketing are:

- **Now**
- **Announcing**
- **Introducing**
- **Revolutionary**
- **Offer**
- **Quick**
- **Easy**
- **Compare**
- **Hurry**

Effective words that you should also consider are:

- **Free**
- **New**
- **Easy**
- **Love**
- **Discover**
- **Proven**
- **Benefit**
- **You/Your**
- **Luxury**
- **Book Now**
- **Guarantee**