

Making Sales: Web Content & Calls to Action

Recently I had a client ask me to show her how to create calls to action within her content. You see she was sending me tons of articles to post on her website filled with excellent information but they had no purpose.

Content without a purpose is a true waste.

It's a waste of time, money and effort.

You **MUST** lead your visitor to the next step and **YES** that means tell them exactly what to do with words like:

- click here
- go here
- click this link to..
- get this now at...
- sign up for x by clicking below...

Web Content Writing and Optimization Increase Business Sales

There is no exact formula that I can tell you.

This is all about creating a flow through your site that leads your visitors to a specific end result. Not every call to action **NEEDS** to link to a buy now but you should always tell them what to do next. Other calls to action:

- sign up for the newsletter
- read more posts like this (I wouldn't use this too much)
- get the free sample
- sign up for the free trial
- check out the benefits
- read the review
- etc, etc, etc

Sure you can add a ton of content and wait for sales – but that's not gonna just happen!

Think of it like this: If you had 500 TV stations but no TV GUIDE would you really spend your time flipping through those stations to find what you wanted? Most people wouldn't have the patience and they'd probably just go read a book or do something else.

You also have to realize there are two main types of content:

- Informative
- Commercial

Informative web content answers a question the reader has. It gives quality info. It should lead to a next step but most often doesn't lead to a direct sale. An example might be if

someone were looking for information on how to live gluten-free. They may not want to buy anything. If there was good information on how to live gluten-free, they'll take it and leave if there is no call to action. But – what if you told them you would give them some awesome gluten-free recipes – all they had to do was sign up below. Then you'd have their attention and you could repeatedly contact them – you'd send them good recipes but you'd also send links to where they would buy special gluten-free ingredients (with your affiliate link embedded!)

Commercial articles are the money articles. These are the articles for people who are ready to buy. For example that same person on a gluten-free diet may be looking for specialty foods to buy online. So they type words into the search engines that help them find what they are looking for. Maybe they want to know 'where to buy gluten-free specialty foods'. So in response you write a commercial article that is informative and leads them to a specific place where they can find exactly what they are looking for and you can make a commission.

[credit must go to [Lynn Terry](#) here for the categories of informative vs commercial articles/posts]

It's really important that when you craft each article you decide what its purpose is. Creating articles just to populate your website is NOT an [affiliate marketing plan](#).

You also need to watch your website tracking.

You need calls to action but they're not going to get anyone to buy if you don't have enough visitors. To get good search engine rankings of your 'money pages' (those commercial posts) you'll also need incoming links to the specific pages.

Social media is a start but you can get links from many websites and you'll want to make sure you have a link building plan and are continually building links to the pages you want to rank well.

Here are some examples of calls to action:

• [Affiliate Marketing](#)

• [Blogging](#)

• [Podcasting](#)

• [Wordpress Websites](#)

• [Teleseminars](#)

• [Email Marketing](#)

• [Mojo Tips](#)

Each list has a specific topic and that is certainly by design. By having highly targeted lists I can offer quality targeted information and when I make offers they can also be very targeted.

Another important thing to remember when you have multiple targeted email lists is that they are all running 24 hours per day, 7 days a week. That means that I can be constantly marketing my business through multiple channels to hundreds or even thousands of people all at once.

By the way, if you haven't started your email marketing list yet I highly recommend Aweber. As a friend of mine recently said you might as well start with Aweber because you'll end up there anyway (they're the best!). You can start with a free trial for just \$1:

<http://www.marketersmojo.com/recommends/aweber>

Links to internal site pages

Suggestion to sign up for free trial

Angela Wills



p.s. In case you missed the link above I also do offer a free weekly email tips list giving you good info on how to use email marketing to build your business and grow your brand. Sign up here to grab that info:
[Click to sign up now.](#)

Call to sign up to list

You might like these posts too...

- [Automatic Email Responders – Passive Income Key](#) (2)
- [How I Boosted My Email Address Sign Ups by 500%](#) (9)
- [Build Email Lists Without Getting More Traffic](#) (4)
- [Aweber Gets Even Better With Professional Forms In a Few Clicks](#) (10)

Tags & Links to draw people further into pages

Tagged in [email marketing](#), [targeted email marketing](#)

Adobe Updater

Did You Hear The One About?...

6 April 2010 | 0 Comments

I just read a story, about a guy who was waiting and waiting and waiting. You see he started something challenging with resolve and determination but then ran into a big snag. It was enough to scare him into inaction, and there he stay until he died.



{the boat picture will make sense when you read the story!}

Go offsite and download stories

Now this isn't a real person we're talking about but the story is a great metaphor for online business.

I thought you'd enjoy it, along with a few other motivation stories. They're all free right here:

<http://www.plr.me/id/motivational-stories/angelawills>

Basically what it comes down to is advertising. A call to action is an ad within your content. But if it's a highly relevant ad then your readers will happily check out what you are suggesting.

Other tips:

1. You can simply use hyperlinks (that is links on words like this: [affiliate marketing](#)) on words that will grab people's curiosity or tell them more about a product, topic, etc.
2. One call to action is not always enough. You may want to tell them, give them more information and then tell them again within the same page.
3. Always, always, always match the content perfectly to the offer. This is really key. Relevant offers make sales. You're not out to change someone's mind. You're out to meet them where they're at and provide them with what they're looking for.
4. Use internal links to pull people through your own website. Link to relevant pages when it's appropriate.

So that's how write and optimize your web content to make sales online. There's no one

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sweeping formula here.

The key is to create content that fits fantastic-ly with your readers and provides them with the further resources they need – be it a product, a report, a newsletter or whatever.

Angela Wills



p.s. The post you just read was definitely an informative post. You probably weren't looking specifically to buy anything when you started reading it. None the less I'm going to tell you about further reading I highly recommend if you want to make your way in the world as an affiliate marketer. It's Rosalind Gardner's Super Affiliate Handbook and it's kinda like the bible of affiliate marketing. Calls to action work but there's a lot more to it – [check it out by clicking here](http://www.marketersmojo.com/recommends/superaffiliatehandbook):

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Let me know if you have any questions by posting a comment below!