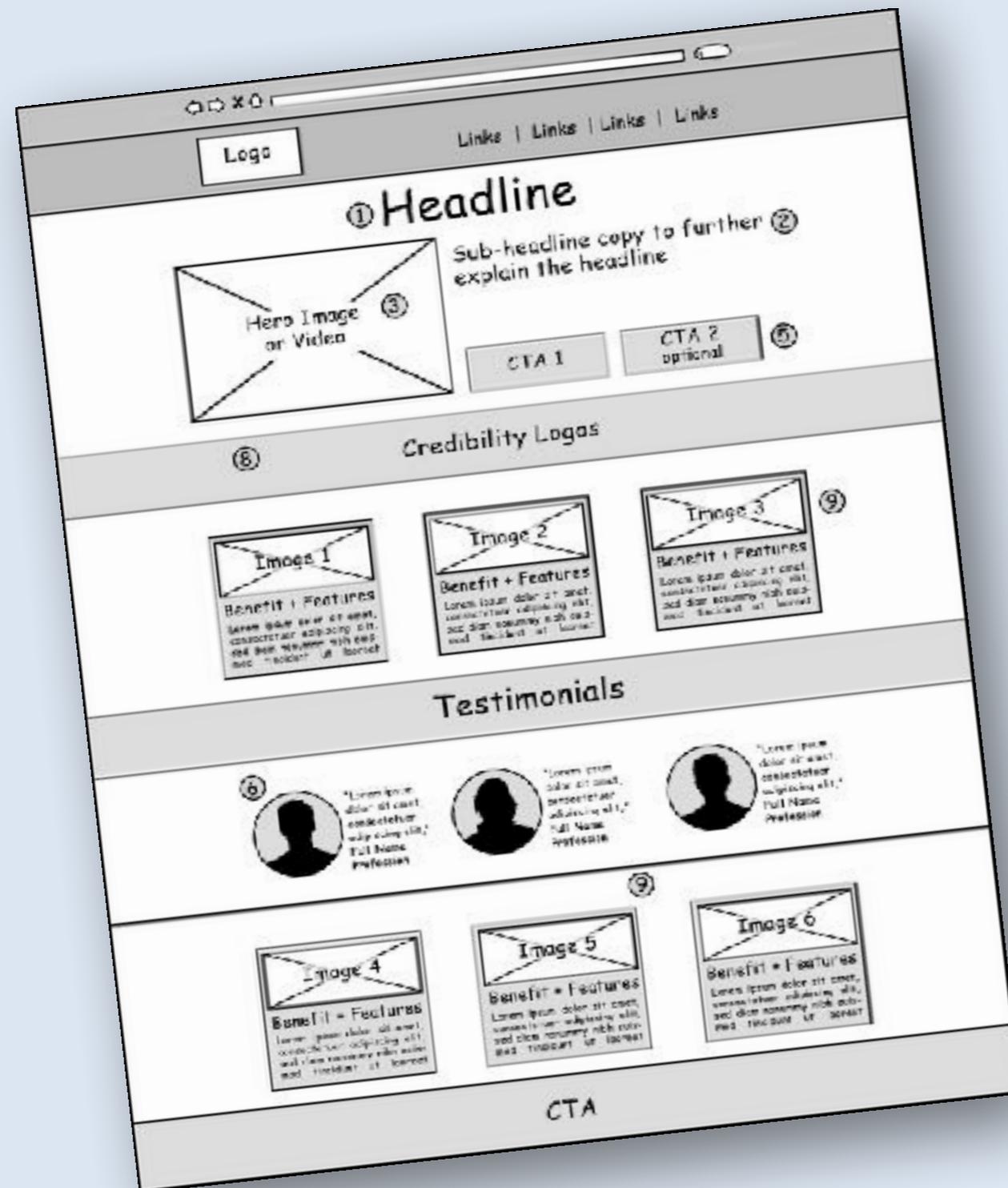


Homepage Copywriting

StartCopywriting.com

Home Page Template





Express yourself. The domain that's all about YOU! Available NOW!



.CA DOMAINS NOW AVAILABLE! Hurry and get yours today! Learn More

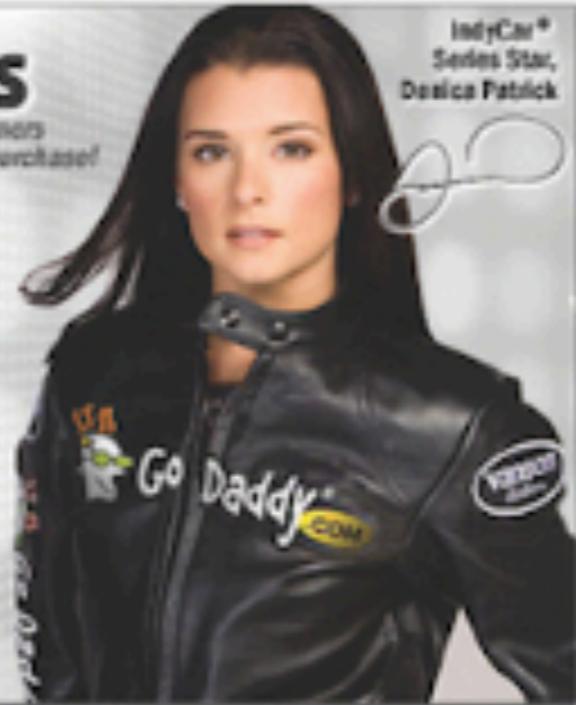


BOB PARSONS TV CBS wardrobe malfunction fine nixed. Our hot, never seen before parody. Warning: Mature Content.

- Domains
- Hosting & Servers
- Site Builders
- SSL Certificates
- Business
- Email
- Domain Auctions
- Reseller Plans

Get your .MOBI! \$7.99*

\$1.99 DOMAINS For all new & current customers with any new, non-domain purchase! No quantity limit!***



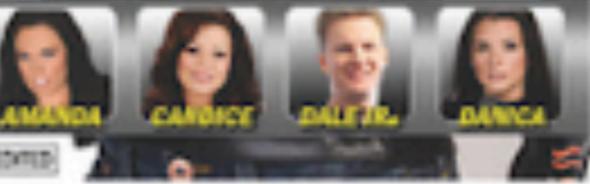
\$9.99 DOMAINS per year & lower

\$6.99 .COM TRANSFERS FREE 1-year extension

Start your domain search here! [Search Box] .com [GO]

Over \$100.00 IN FREE EXTRAS*
What's a Domain?
SALE! .mobi \$x.xx*
SALE! .info \$x.xx*
SALE! .tv \$x.xx*
SALE! .us \$x.xx*
.com Just \$x.xx*

Get a personalized solution in under 5 minutes with our Product Advisor! START HERE



#1 in Domain Registrations. Transfer your domains online or call the Transfer Concierge at (480) 505-8869

Privacy, Auctions & Protect Your Domain

Fast, Reliable Hosting for Your Site

Point-&-Click Web Site Design

Secure Your Data & Transactions

Increase Site Traffic, Sales & More

Get Organized & Stay Connected

Become A Reseller

Make Money as a Reseller

My Account Logout

Customer # or Login name: [Input]

Password: [Input]

Forgot your password? Create a New Account

Secure Login

My Videos

My Renewals

My Upgrades

My Cart Currency: USD

My Go Daddy Deals

Sign up for special offers, updates and our monthly newsletter.

Enter your email address [Input] GO

My Email Account

My Alerts

Site Search: [Input] GO

- SAVE up to 15% on Hosting! FREE setup and 99.9% uptime!
- SALE! .TV only \$17.99! Perfect for Multimedia Sites!
- SSL Certificates - Secure your data with 256-bit encryption!

Typical Homepage

HEADLINES



**How do you read
the newspaper?**

Headline

Your headline is the very first thing that people will see and read. It's the **MOST** important element.

Headline

Here are 3 formulas for writing effective homepage headlines:

1. Say what it is
2. Say what you get
3. Say what you're able to do with it

Say what it is

PayPal is a smarter,
faster, and safer
way to pay

Join Now



Perth's only
Property Manager
with peace of
mind guaranteed





Small business sales and marketing software

GET ORGANIZED • GROW SALES • SAVE TIME

[See Product Video](#)



This is ASOS

YOUR ONE-STOP
FASHION DESTINATION

Shop from over 850 of the best brands, including ASOS' own label. Plus, get your daily fix of the freshest style, celebrity and music news.

VIEW
WOMEN

VIEW
MEN

Say what you get

SNAP!

Organize Expenses with Ease

Instantly see how much you're spending by capturing expenses from your desk or on the go. Say goodbye to that shoebox once and for all.

Try it Free for 30 Days





Personal

Business

Find a lawyer

Pricing

Help

Everything you need to make it legal.



Make a document

We'll guide you through it, step-by-step.
Hundreds of documents to choose from.



Connect with a lawyer

Help with quick questions. Plus pre-negotiated
rates for more complex matters.



Property Investors don't miss out on \$2,000 to \$5,000 or even \$15,000 in tax savings

How?

**Say what you're
able to do with it**



Market Your House

Sell your house faster

We help you find that one buyer willing to pay top dollar for your house.

[LEARN MORE](#)



Compliance Training That Saves Your Business Time & Money

Our Responsible Managers of Australian Financial Services Licensees (AFSL) course is designed to give you compliance training that is relevant, practical and interactive - and keeps you up to date with ongoing regulations and the legal landscape that underpin many modern day business practices.

[FIND OUT MORE](#)

USE YOUR PROFESSIONAL EXPERIENCE TO GRADUATE WITH CAREER BOOSTING QUALIFICATIONS SOONER

Here's just some of the ways we can help you

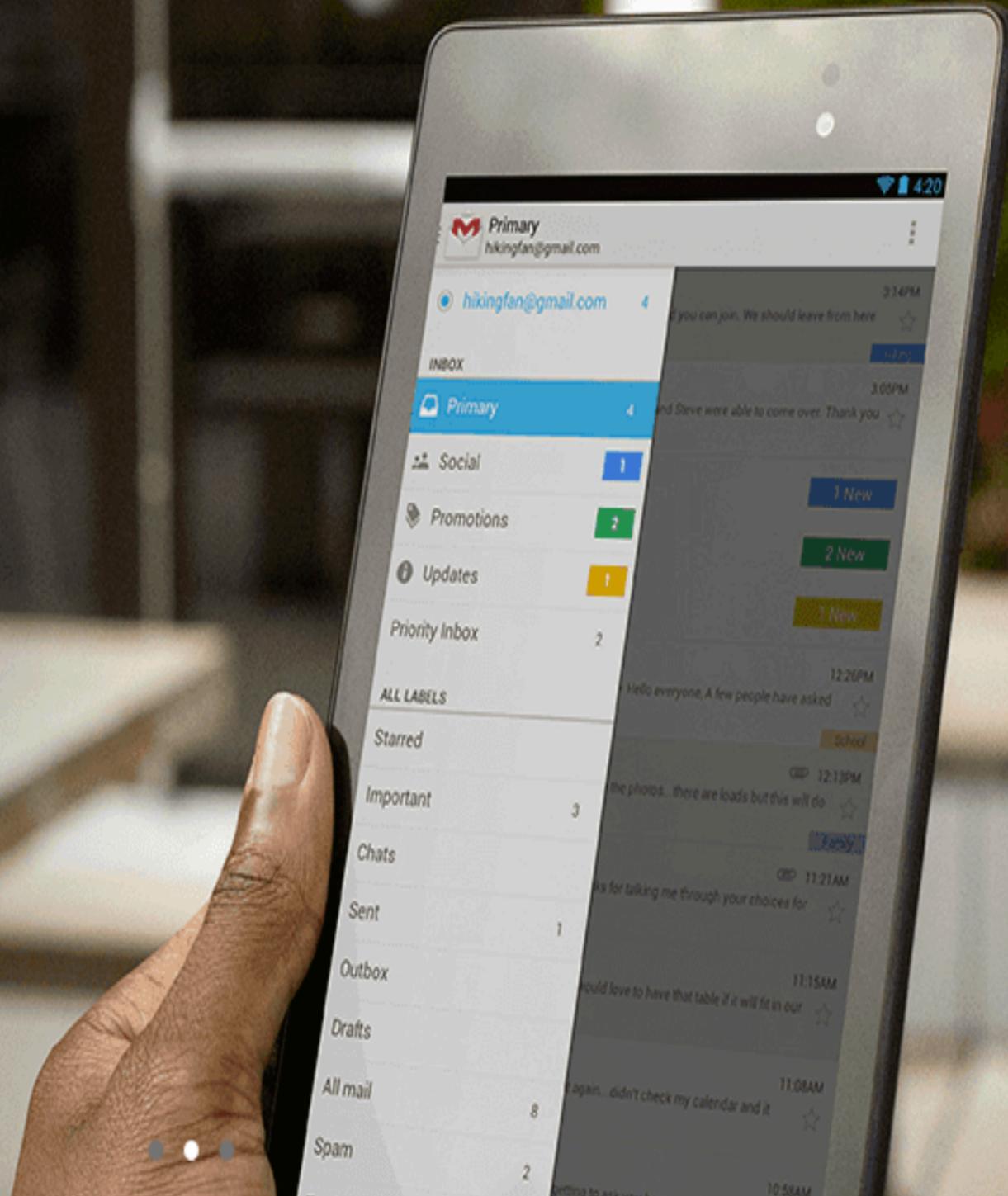
You can always call us for a chat
about your situation to learn
about the best qualifications &
study options for you...



PLAY VIDEO

Gmail's inbox helps you stay organized by sorting your mail by type

Create an account



Send newsletters & automate your marketing

email marketing + marketing automation + behavioral analysis

The screenshot displays the ActiveCampaign interface for editing an email campaign. The main workspace shows a preview of an email titled "TECHGADGET" with a subject line "Checkout New Gadgets" and a sender "Gadget Inc". The email content includes a "Click here!" button and images of various gadgets. Below the main content are two call-to-action buttons: "This Year's Top 10 Gadgets" and "Popular Phone Essentials".

On the left side, there is a sidebar with a user profile for Candela Magali (cmagali@gmail.com) and a list of recent activities, such as "Autresponder triggered" and "Sending campaign".

On the right side, a "Core Layout" panel is open, showing options to "Select Color Themes", "Background Color" (set to #616161), and "Font Color". Below this, there are sections for "Header Section", "Body Section", and "Footer Section".

At the bottom right, a flowchart illustrates an automated series: "Start this automated series when a contact subscribes to form 'abc'", followed by "Wait for 1 days", "Add contact note", a conditional check "Does the contact match the following conditions? (state/province is IL)", and subsequent actions like "Notify peter@activecampaign.com", "Add tag (email, system)", "End this series", and "Update contact field Contact No.".



Time to write...

Sub-Headline

Role of the sub-headline

The purpose of the sub-headline is to further expand on and clarify the headline.

The second purpose is to intrigue your visitors to continue reading the page.



Music without limits.

Try Premium free for 30 days.

Premium lets you play any song, anytime. You can even listen when you're offline. No restrictions. No ads.

only **\$11.99/month**

[START YOUR FREE MONTH](#)

Everything You Need To Optimise Your Tax, Finances And Investments, In One Place

We provide personalised strategies and structures to help you **minimise tax, build wealth and protect your assets**. So you can achieve your life goals.

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[Make an Appointment](#)





Market Your House

Sell your house faster

We help you find that one buyer willing to pay top dollar for your house.

[LEARN MORE](#)



SNAP!

Organize Expenses with Ease

Instantly see how much you're spending by capturing expenses from your desk or on the go. Say goodbye to that shoebox once and for all.

Try it Free for 30 Days





Time to write...

Hero Image / Video

Hero Image

The hero image is a visual representation of what your website and offer is about.

Your image should visually demonstrate benefits or the results you provide.



The Right Path For Kids

Who Love To Learn

As parents, we look ahead and see our kids graduating from a good college someday. Give your child every chance for future success by choosing the best in early childhood education.

January Savings

We're offering free registration from 1/14/13 until 2/1/13!*

Find a Center Near You



Google Analytics Premium

"Google Analytics Premium helps us reinvent our marketing strategy every day. Search, display, social — we really see how they all fit together."

Nicole Remington, Digital Marketing Manager TechSmith

[Learn more](#)

Mobile App Analytics

Know how your mobile apps are performing, from discovery & download to in-app purchases.

Why Google Analytics

Whether you want to boost sales, find more visitors or improve your mobile app, Google Analytics has the answers and insights you need to improve your business.

Grow with Premium

Get results now for your entire organization. Built for large organizations & the insights they need.

GOOGLE ANALYTICS SPOTLIGHT

What's new

Yesterday 5:13 PM
Analytics & AdWords bulk account linking has arrived. To maximize marketing investment and return, ...

Fri, Apr 4, 2014
Have you heard about our new Video Campaigns report yet? With more than 1 billion unique users each...

Start accepting credit cards today.

Sign up and we'll mail you a free Square Card Reader.

Sign Up For Square



2.75% per swipe for all cards

One simple rate, including American Express.



Next-day payout

Automatic direct deposits to your bank account.



Free reader, free app

For iPhone, iPad, iPod touch and Android.



Fast setup

Take your first credit card payment in minutes.

VISA



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Hero Video

Video is an even more effective method for capturing attention and engaging your visitors. Shorter 'explainer' type videos work well on website homepages.

10% Increase



24.4% Increase

Short overview videos work best.

Think Vitamin replaced an example tutorial video (5:50) on the homepage with a 50 second overview of the service - and **increased conversions by 24.4%.**

Decide

What 'hero image' or 'hero video' will you use on your home page?

Call To Action

What Is a Call To Action?

A call-to-action (aka CTA) is an image or line of text that prompts your visitors to take action.

Call To Action

- Attention Getting Design (bright & contrasting colours)
- Action words (not 'submit now')
- Prominent placement (above the fold and near the footer of your website)



**Bright, contrasting
colours**

CTA Image Examples

Request Your Free Quote Now

Learn More 

START FREE TRIAL 

CTA Button Copy

- "Free Trial"
- "Get A Quote,"
- "Buy Now,"
- "Learn More"
- "Book My Session"

Decide & Write

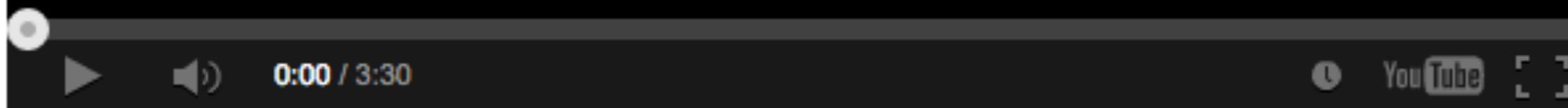
**Decide what primary action
you want visitors to take
and write CTA button copy**

Credibility

Credibility

Credibility indicators can help visitors trust your website, products and services more.

The Real Homeless Man Experiment



Credibility

Your credibility indicators could include...

- Recognisable companies or brands
- Trust or security seals
- Award Symbols
- As Seen On TV
- Social proof



ATTRACT **MORE SALES AND CUSTOMERS** WITH EFFECTIVE, CLEAR AND COMPELLING WEBSITE COPYWRITING

- ✓ World class copywriting at affordable prices
- ✓ Professional, reliable and speedy copywriting service
- ✓ Website copywriting, email campaigns, video scripts
- ✓ Print ads, direct mail and brochure copy.
- ✓ 100% satisfaction guarantee

WORK WITH ME 

AS FEATURED IN:





DON'T KNOW
OR NO PREFERENCE



Trusted by over 100,000 happy customers

We have been reinventing email & marketing automation since 2003

Decide

Decide what ‘credibility logos’ you’ll use to demonstrate trust on your homepage

Benefits & Features

Benefits & Features

- What are the products or services that should be featured on your homepage?
- The benefits describe the problem you are solving, and the features describe what it does.

Benefits & Features

Features	Benefits
Transforms checks into electronic transactions	<ul style="list-style-type: none">• Slashes cost per check by 50%• Reduces operator intervention• Eliminates coding errors
Links check image data with transaction data	<ul style="list-style-type: none">• Reduces operator intervention• Resolves check discrepancies faster
ASP solution that requires no POS modifications	<ul style="list-style-type: none">• Fast, easy installation• No operator training required

Spotify.com



Play any song.

Play instantly on every device. Hear the songs you love in seconds. Just search and hit play.



Listen offline.

No internet connection needed. Save your data for important stuff. Like sharing snaps of your latest culinary masterpiece.

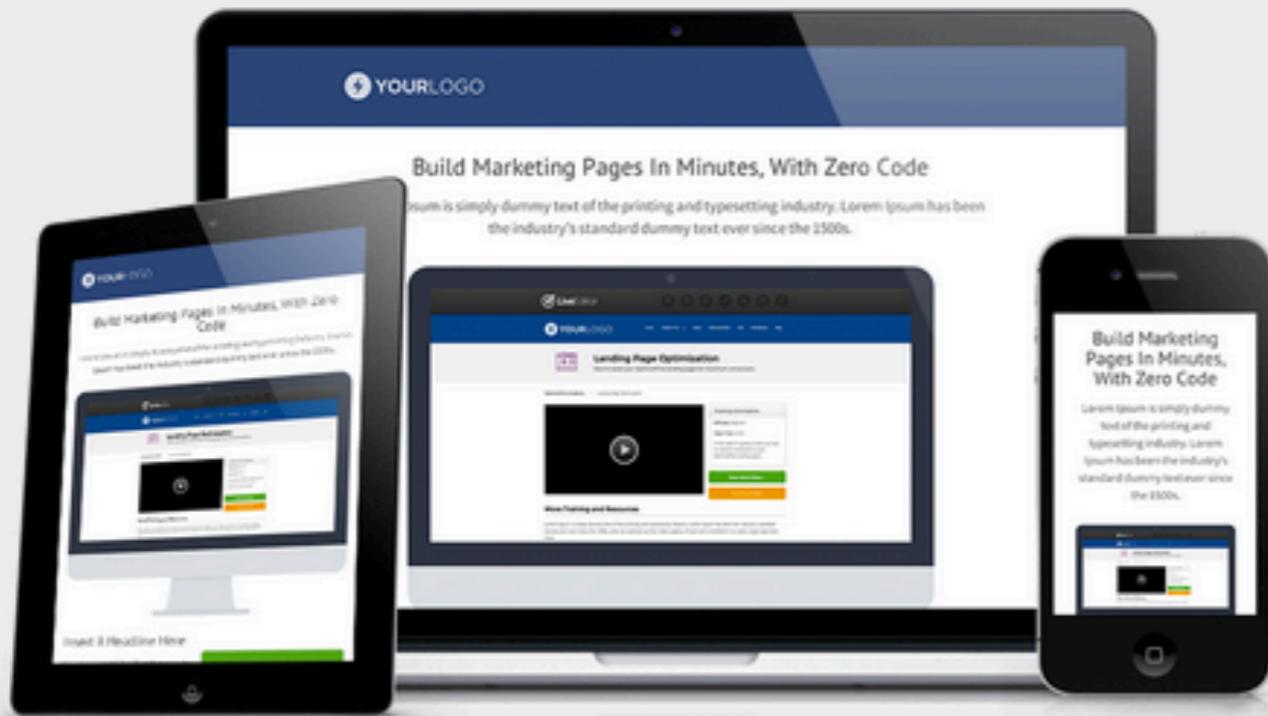
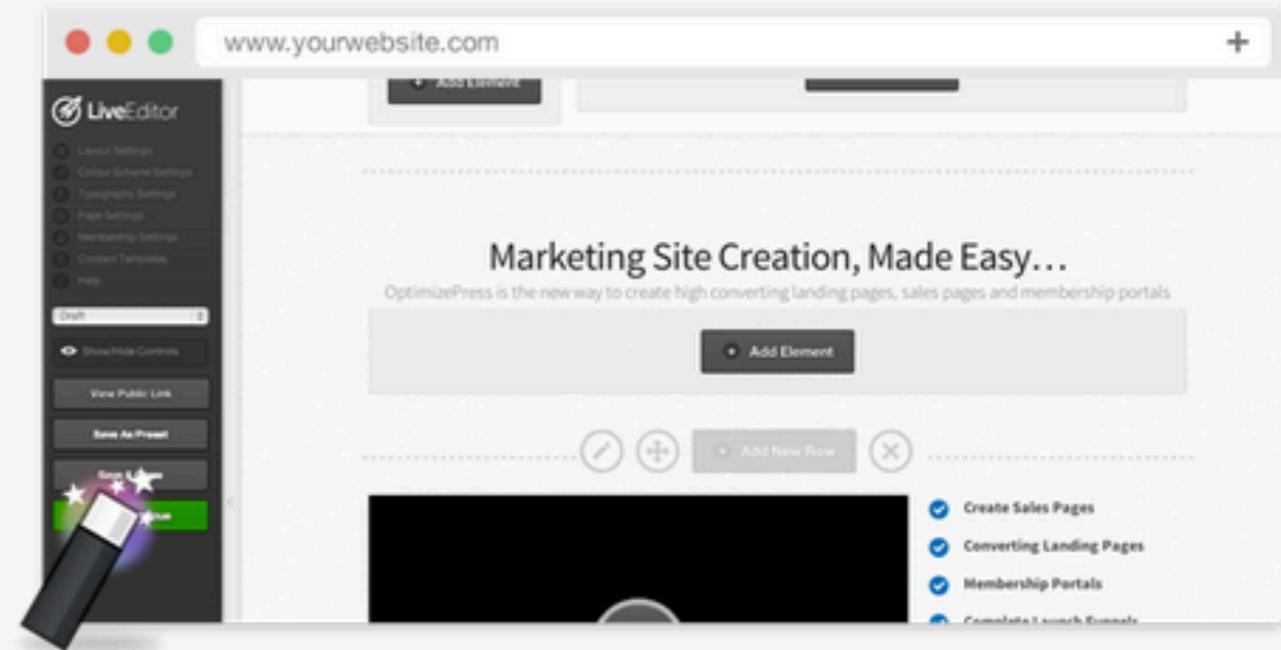


No ads.

Just uninterrupted music. Let nothing come between you and your impeccably-curated party playlist.

Build & Edit Your Pages in Real-Time with Our LiveEditor System

Edit your pages with our 100% Live editor - meaning you see the changes you make to your content and layout live on the page. No need to refresh, preview or reload...



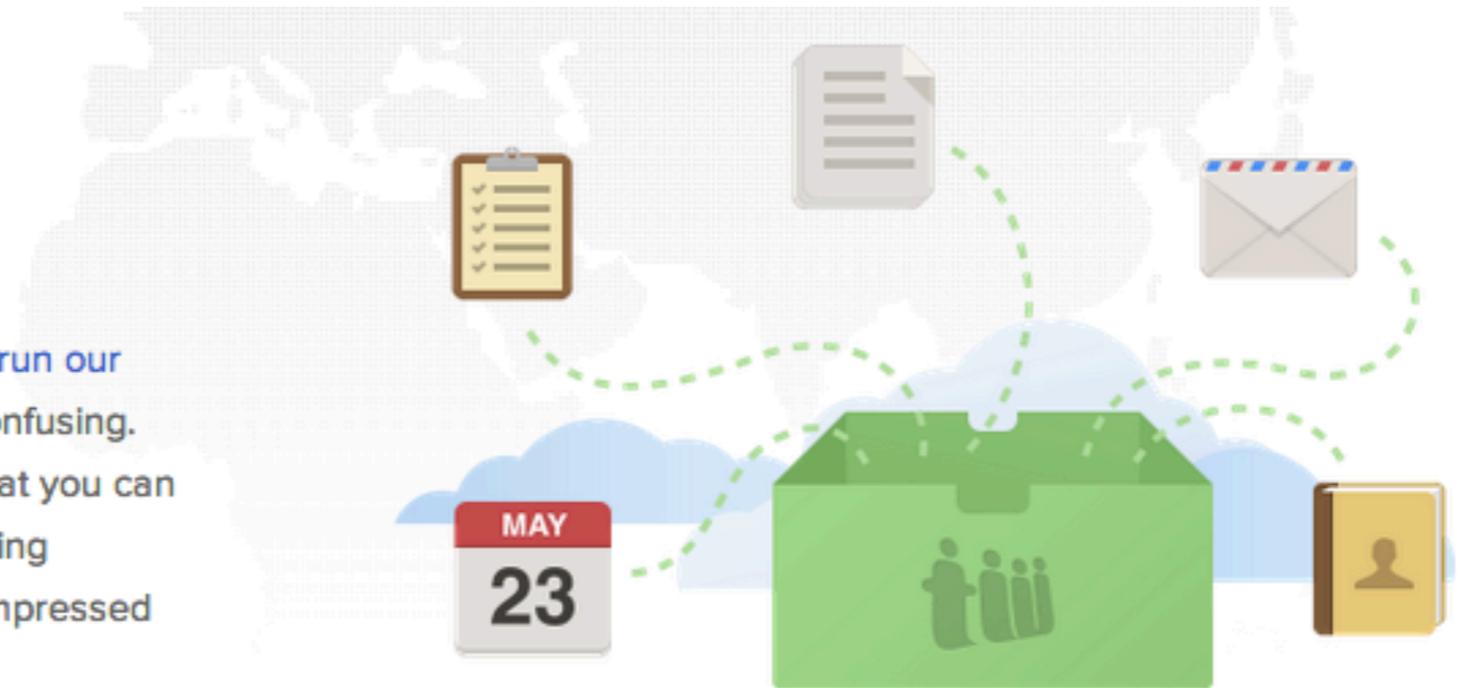
Fully Responsive "Mobile Ready" Pages Instantly

OptimizePress automatically generates fully responsive pages for you when you with no extra work. So now your landing pages, sales pages and membership sites will all look stunning on any device

Get Organised & Get Stuff Done!

Teamwork.com helps you take back control

Teamwork.com was created because we needed a better way to run our own business and existing software was either too basic or too confusing. Teamwork.com is practical software that gets you organised so that you can reduce unnecessary meetings and simply Get Things Done. By using Teamwork.com, your team will be organised, your clients will be impressed and your business will take off.



Collaborate with Your Team & Clients

Eliminates email hell and puts everything in one place

Using Teamwork.com, your team will know what they have to do, when it must be done and who needs to do it. They'll know exactly where to look to find and store everything they need. And so will your clients. Whether it's the head office or your latest lead, your clients can keep up-to-date with what's going on without having to bug you – something you'll both feel better about. And information is not just stuck in your computer either : using our beautiful Android, iPhone and iPad apps, your team can do their work where they need to be; it doesn't matter if that's in a workshop, a meeting room or sitting at their desk. Once you try Teamwork.com, you won't know how you ever managed without it.



Time to write...

Testimonials

Testimonials

- Testimonials are a powerful way to increase your credibility and trust.
- Adding the person's photo, name and contact details make them appear real.

Testimonials

“According to an article in Econsultancy, when a site has customer reviews, **63% of visitors are more likely to make a purchase & reviews produce an average of 18% uplift in sales.**”

Video Testimonials



Tyrone Shum
Video Services



Pete Kvist
Web Company



"Over \$100,000 Worth Of Sales"

"For a long time I struggled to find a decent copywriter. I tried many only to find that they just couldn't deliver the goods. Then a close friend suggested that I call Jesse Forrest, so I did. Right from the word go I found Jesse easy to communicate with and he understood exactly where I was coming from. I figured I would he him try.

Twelve months on I'm pleased to say I'm ecstatic with the results. Jesse's copy has been responsible for over \$100,000 worth of sales. Needless to say I recently engaged him for yet another project and within a few short weeks I've already seen noticeable increase in sales. I know for a fact Jesse's copy works, so I'd happy recommend him to anyone."

Dale Beaumont

Australia's most prolific author of 16 bestselling books



“ It simplified my accounts, took the stress away and changed my one day a month into thirty minutes. It enabled me to centralise my invoicing, bills, bank accounts and quotes.

- [Mark Crosby](#) | Blue Cherry



“ I have been very impressed with your friendliness and responsiveness. I would go so far as to say you set a benchmark in customer support that other companies could learn a lot from.

- [Matt Stocker](#)



“ Discovering FreeAgent was like a breath of fresh air, it is so easy invoicing for our time now - our cash flow has been significantly improved. We get invoices sent out regularly, never forget to bill.

- [Emily Heath](#) | Whitespace

Decide

**What testimonials will
you use on your
Homepage?**