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# **Using Mind Grabbing Ad Copy In Website Promotions To Increase Targeted Visitors**

Developing mind grabbing ad copy in website promotions to increase targeted traffic is the one internet marketing skill that you dont want to neglect.br /

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Website promotion and a href=http://www.cashway.com/blog target=\_blankcopywriting/a go hand in hand when you working to build your online business.br /

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One without the other wont get you very far.br /

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Getting your message across whether in a small classified ad or on a full webpage requires several specific points, or requirements, to be met if you want it to be effective website promotion and get people to respond to it.br /

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(1) Make it LASER TARGETED. Be specific. Painting a broad brush stroke type of ad will not get you the response you're after. What you want to do is get the folks who are very interested in what you have to offer, to click through to the splash, info or sales page.br /

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(2) MIND CATCHING Headline. The single most important sentence for your ad. If you can't capture your readers attention on the first line they'll never read the rest of your ad. How can you do this? Create curiosity that compels the viewer to read on.br /

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(3) Tell the person about the BENEFITS. What's in it for him/her. Is it going to solve their problem. One of the main reasons people search for a product, service or knowledge is that they have a problem that needs to be solved and they can not seem to come up with a viable solution on their own. br /

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The key to helping them to decide on your product or service is to write as if you're talking directly to only one person because in fact you're only trying to get the attention of one person at a time no matter what form of mass communication you're using.br /

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(4) Always take the time to build in some security into your ad copy. What I mean by this is that you should always include a guarantee for your product to work or a return policy that tells the buyer, Hey you are safe with me when you buy this product.br /

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If you want to get the most from your ad you should always try to make the reader feel that they can easily use your product after they get it. If you say it can be difficult or hard you'll lose a lot of people.br /

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People want to avoid pain or loss and/or feel like they have gained what they want or have gotten closer to achieving something by using your product. If you can satisfy that need to avoid a loss or have the person feel like they have gained something of real value you will have done your job at writing effective ad copy for your website.br /

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Remember one thing - your ad is designed to do only one thing - convince the reader to take action and click on the link you've provided so they can learn more.br /

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If you use the formula above you'll surely get more potential click throughs and sales.br /

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