



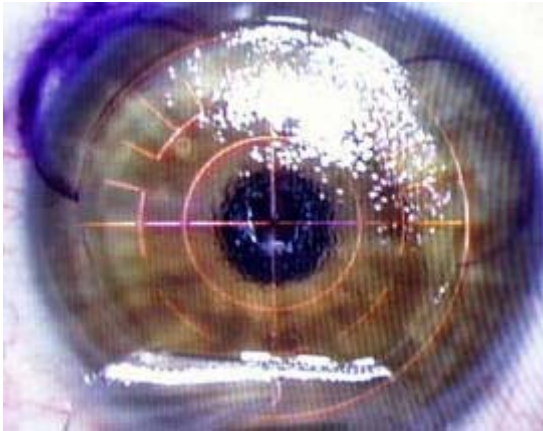
To be found in the field...
you must first plant the seed.

Affordable Web Design
Professional Web Development

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Web Site Content Is King:

In the [September issue of SmallBizNews](#) I wrote an article called "Mark My Words" that briefly discusses the importance of writing customer focused copy.



Change Your Focus

By David Williams - September 2005

Let's Face It

We just love to talk about ourselves don't we?

The truth of the matter is that your customers will trust your marketing efforts when they stop sounding like ads and start answering the question, "What's in it for me?"

It is not uncommon for your prospective clients to be assaulted daily with radio, print and billboard ads that tell them more about the business owner's ego than the business owner's desire to fill a need for them.

Marketing on the web is highly focused and highly targeted. Whether you sell the best peanut butter sandwiches this side of the Mississippi or car insurance - if your web site isn't customer focused they will pass you by in the amount of time it takes to click a mouse button.

If You Are Not Answering Their Questions - Someone Else Will

- Speak to their needs - not yours
- Stop shouting - that's no way to begin a relationship
- Explain how you can solve their problems - be brief yet offer a little more info for those who desire it
- Build trust from the first sentence of your copy - and then be sure you can deliver

So, before assuming you're the best of the best - take a new look through your customer's eyes and get a more accurate measure of where you truly stand in the market.



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These simple yet perhaps painful truths will help us all to better serve the most important customer on the face of the earth - the very next one we meet.

Our hearts and prayers go out to the numerous families affected so deeply by hurricanes Katrina and Rita. May God Bless You and Keep You.

Dave Williams

Check out Dave's actual client [case studies](#) to view quantifiable results achieved by David Williams for his SEO clients.