



Web Words That Work: Writing Online Copy That Sells

By Michael Miller

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Web Words That Work: Writing Online Copy That Sells, Michael Miller, Write great search-optimized, customer-optimized web copy! (No experience? No problem!) Need to put together a website? Or post to your company's Facebook page? Or write a great Google AdWords ad? You know it's important. Your image is at stake. Maybe a lot of money, too. But you're not a professional web copywriter. Where do you start? Right here. Million-selling author Michael Miller will teach you, show you, guide you-even if you've never done it before! Think you can't write? Hate to write? Forget school: Here are all the professional-quality online copywriting tips and tricks you need right now. Miller will help you find your voice, organize your message, use links, get great search results, and a whole lot more. Best of all, you'll learn how to grab hold of people in seconds-because that's all the time you've got! * The perfect web copywriting guide for every entrepreneur, small businessperson, blogger, and website owner * Keep it short, keep it simple! * Think like your readers, fire them up, and get them to act! * Write text that search engines and humans...



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