

## **60 - What To Do If Your Website Is Not Generating You Leads, Despite Sending The Right Traffic To It with Steven Lewis**

By: Ilana Wechsler

### **Brief Background About Steven Lewis**

- ❖ Steven founded [Taleist.Agency](#) and has been writing professionally as a journalist and copywriter since 1994. He is well-known for his journalistic, research-based approach to copywriting.
- ❖ His book about persuasive storytelling has been taught at Sydney University and has been translated for international distribution.
- ❖ He gave up his law degree to pursue his passion for copywriting.
- ❖ Learn more about Steven and Taleist.Agency and be amazed at their copywriting approach.

### **Who Do You Serve and What it is Specifically That You Do**

- ❖ According to Steven, you always need to be specific on what your business is and the services it offers. One good example of his was, no one wakes up and thinks that they needed a social media marketing agency.
- ❖ Your landing page's headline should address specifically what you do and your target audience.



## Who Are You Conveyed on Your About Page

- ❖ Your 'About Us' page is the one lie you are allowed to tell on your website. And the lie is that the page is going to be about you because an About Us page is not about you. It is still about your customer.
- ❖ You need to think about “what does my customer want from me?” and “Who am I to give it to them?”
- ❖ Avoid including unnecessary information about you that isn't relevant to your business and services.

## Provide Proof When You Claim in You're The Best in What You Do

- ❖ Anything you say must be backed up with a sufficient amount of proof to make the reader competently, you can actually do it. Because anyone can claim they're the best in the field but it all boils down into the social proof.
- ❖ It's not scientific proof. It's not legal proof. It could be proof like social proof. For instance, Google Ratings - it's an example of social proof.



## State Your Business/Service Features and Benefits

- ❖ Avoid relying on your customers that they will connect your business/service features to it's benefits.
- ❖ You should always be hinting at the benefit if a customer decides to go on with your business. Give them a vivid picture on why they should go with your business.

## Get Rid of Your Jargons

- ❖ Just because you think including jargon are clever, doesn't mean it's going to pan out right for your landing page.
- ❖ Always remember to aim for an 11 year old reading level.
- ❖ If you wouldn't say something to your 11 year old, then you probably wouldn't write it on your landing page.
- ❖ People's attention span and bounce rates are really high. So you have to be so clear and talk the language not to confuse people with.



## Length of Copy

- ❖ Long Form copy is not dead. The rule of thumb is you need as much copy on your landing page as it would take you to persuade somebody in person to do what you want them to do.
- ❖ One example from Steven is, so if I said to somebody, “Hey, I’ve got the keys to my Lamborghini, do you want to take it for a test drive? Those are probably enough words.” If I said my Lamborghini is outside, would you like to buy it? Those are probably not enough words to convince you but you should be buying my Lamborghini.