

# IMPACT!



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President

Call us  
TODAY!

Begin to  
make an  
IMPACT!  
tomorrow!

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“Linking Companies to their Communities”



## Website Content

**Clear, concise and relevant content is King.  
And it's not all about you!**

Internet, visitors are seeking information. They want to be educated about your products / services, but most importantly, your site must tell them, and quickly, how THEY will benefit from working with you.

Website visitors want to know whether you work with people like them, and can solve their problems. They're not interested in how you do it — They want to feel that you *can* do it.

When writing your web text:

### Keep it Short and Sweet.

- \* Focus on the [benefits](#) of your solutions to the readers problems/concerns/issues.
- \* Make it clear [who falls into your target market](#).
- \* Give a brief description of the results delivered.
- \* Information must be accurate with no grammar or spelling mistakes.

### Make it Scan-friendly.

- \* Highlight/**bold** keywords.
- \* Use strong headlines and subheadings to break copy into manageable, scannable portions.
- \* Use bullet points and bulleted lists. Lists should be no longer than nine points, with no more than two levels of indentations for each point.
- \* Use charts, diagrams or graphs if your list is long.
- \* Write in short, simple conversational style sentences.

- \* Write short paragraphs of two or three sentences.
- \* Each paragraph should be a new thought; addressing one problem and answering one question.
- \* Start with a summary, and put conclusions and the most important information at the beginning of the text.
- \* Post a smiling photograph of yourself.
- \* Limit copy to 400 words per page - any more will overwhelm your reader.
- \* Keep the navigation simple and logical.

### It should be Worth my Time.

- \* Successful websites have visitors who come back again and again to gain more information.

### Include a Call to Action.

- \* Persuade visitors to do something: Call you, comment on your blog, [sign up for an e-newsletter](#), purchase a product/service, sign up for a free trial, etc.

### Don't:

- \* Make it look too sales-y.
- \* Post too many ads.
- \* Bore the visitor with pseudo-professional jargon.
- \* Use CAPITAL letters, *italics* or underlining.

Need help with your web content?  
Contact Susan;  
[Susan.Mertz@ImpactPR.net](mailto:Susan.Mertz@ImpactPR.net)

## Make an IMPACT!

**Make an IMPACT! with  
"Customized Communications"**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with  
"Messages that Matter"**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increase your credibility and build your organization's identity.

**Understand how to better  
IMPACT! your customers**

IMPACT! develops effective strategic plans based on outcomes, so that you understand your target market and competition and have the knowledge to make informed decisions before implementing PR and marketing strategies.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.