

Blancminge

6 Top Tips: How to create a best-selling ebook website

Writing an ebook is less than half the battle. Selling it is a different story. If you're about to create a new site to sell your ebook, or you already have an ebook sales site that's performing poorly, here are six top tips to help you improve matters:

1. Take Search Engine Optimisation into account when creating meta tags for the <head> section of each site page, so that search engines will be able to identify, classify and rank your site properly.

2. Pay careful attention to key words and phrases when writing copy:

- research your top key words and phrases
- use them in priority order
- emphasise their importance by using them in headers and subheads and by boldening them within your body copy
- use key words and phrases often enough for impact but not so often that you spoil the 'flow' of your sales proposition

3. Write short copy. Include enough information so visitors can make a proper buying decision, but not so much that you repeat yourself or bore them to death. Long sales copy - ie. thousands of words per page - is an old direct mail trick that never worked very well in the UK in the first place. It certainly doesn't translate well online. Around 350 - 500 words per page is reasonable. Any less and search engines don't have enough to grab hold of. Any more and you're getting tedious.

4. Polish your sales rationale until it shines. Show your site to five trustworthy people and ask them what *they* think of your sales proposition. If they've got it loud and clear, you're doing OK. If they're confused, you need to think again. People have a very short attention span online so you need to make the whole thing as simple, clear and obvious as possible.

5. Polish your layout too. Make sure your page is wonderfully clear and uncluttered:

- break your text into short paragraphs
- use short sentences
- emphasise your main points in headers and subheads. It helps people 'scan' your site quickly and find what they need
- use bullet point lists wherever you can for ease of reading / understanding
- let your content do the talking rather than using loads of different fonts, type sizes, colours, underlining, italics etc

6. Make it simple for people to buy. Use a clear, strong call to action on every page. Include a link on every page to 'buy now'. Give visitors choices of ways to buy and ways to pay, in as few clicks as possible. Let people download instantly after paying.