

How to Turn a "Lack-Luster" Website into a "Sparkling" Performer

And Watch Your Copywriting Income Grow!

The days of "build it and they will come" are gone. Companies of all sizes and types are realizing that their websites do not work. Some of them are absolute disasters – turning potential customers away in droves!

But that's where you can come to the rescue! Now you can learn the secrets to lucrative web consulting, and it's *much easier* than you think.

Enlightened business owners and marketing managers are now realizing they need serious help to reap the rewards of a successful website.

So what's the easiest way to turn things around for online businesses?

To attract more buyers to a website you've got to improve how the site content reads and works. It's really that simple.

You have an amazing opportunity to become a gigantic hero, rescuing hundreds of websites from becoming obsolete!

There's plenty of work to go around when you think of the millions of business websites currently on the internet, and more being added every single day! Rescuing websites from certain doom will certainly set you apart as a web copywriter.

No longer will you just be a writer in the eyes of your client. Now you will also be regarded as a valuable consultant that provides strategic guidance on how to improve their website – and in turn help their business become more profitable!

And when the value you bring to your customer go up – so does your income!

So how can you learn to be a lucrative web consultant fast?

Meet Pam Foster. Pam is a highly successful web copywriter, consultant and trainer. She's been hired by hundreds of web clients to fix their websites with unheard of results. She saw the growing need in the market to help businesses of all sizes achieve their online goals.

Her new program "***Site Audits Made Simple – Consult Your Way to Lucrative Web Copywriting Projects***" shows you *exactly* how to become a successful web consultant, and educate clients about content opportunities they're missing.

You can easily earn thousands of dollars diagnosing the “lack-luster” areas of a website, and then make even more money by supplying the needed “sparkle”. And, you can do this just by using your copywriting skills!

The Site Audits Program positions YOU as a trusted expert.

Clients are so busy running their businesses, that they don't have time to learn how to make their websites work better!

All it takes is YOU – the skilled copywriter – and this program, and you'll be 100% more knowledgeable than most business owners or marketing managers on what makes a website successful.

No matter what your current web copywriting skills or experience are, using this program you can quickly become a consultant offering Site Audit services and recommendations for improvement.

Here are just some of the ways a Site Audit positions you as a trusted expert:

- You are perceived as someone who understands web copywriting that works.
- With the SEO techniques you learn in this program, you automatically know more about the “secret” and often misunderstood world of SEO than your client.
- You follow best practices to evaluate and demonstrate how the client measures up.
- By staying on top of trends, you demonstrate your knowledge of what works online today.
- You offer sound recommendations based on industry standards and guidelines.

Are you starting to see the powerful role you will have as a trusted professional who offers Site Audit services?

And that's just the beginning...

Pam takes you step by step, teaching you exactly how she successfully conducts strategic Site Audits – and keeps her clients coming back for more! Her one of a kind program gives you a structured, 7-step approach on exactly how to conduct a thorough Site Audit that your clients will value.

Once you've provided a thoughtful, strategic report that helps clients see areas for improvement, YOU have the opportunity to “fix” the uncovered problems and make the necessary changes

AWAI Spec Submission – Site Audits Made Simple Promo

Violet Meuter

“DATA NEEDED”
[Insert a
testimonial for
the program
here.]

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for website success! And that translates into thousands of dollars in additional project revenue for you!

Site Audits Made Simple opens the door to web copywriting work...

For example, say your Site Audit Report reflects the following opportunities to your client's website:

- Add Headlines and Subheads that include keywords and bold promise statements appealing to your customers.
- Add a page title with your business name, keywords, and an inviting sentence for each page to help attract people.
- Place the most important information about your unique product benefits on the "first screen" area of each page, so people instantly know how you can help them.

So now you are in a great position to propose your services, write the recommended "fixes", and help your client! You write the compelling headlines, add benefit-rich bullets, and add relevant content for your client's web pages – using your copywriting skills.

Depending on your site audit recommendations, you may even suggest adding SEO keywords to gain higher search engine placement. And what business doesn't want to be found easily and quickly on the search engines?

Now you can earn thousands of dollars more in project fees and repeat business!

There has never been a better time than now to become a highly valued web consultant.

So what are you waiting for? Order [Site Audits Made Simple](#) now!

["DATA NEEDED": Add current pricing, specials, ordering information, guarantees, and a "P.S." below]