

I found that the Copy for your website can be significantly improved. I want to help you increase your conversion rate and decrease your bounce rate (people leaving the website quickly).

How? **For example:**

**1)** The landing page, where people are first greeted. The high-resolution faded picture is great, but the text is off. *"Bulk or single orders - find all your favorite titles here for a discounted price"* It is excruciatingly generic.

- It should have one sentence - explaining to a person who you are. What is your audience, what is the problem you are solving, how - and why you are better. The words here need to be precise. Attention span issues worldwide.
- NO CTA - no call to action! I can only assume by the exclamation mark on the top *"Get a Quote!"* that this is the main purpose (the action you want the prospect to take) for the entire website. There should be an easy to spot and excellently word call to action right there, below the already missing UVP. It is HIDDEN all the way at the bottom of the page, 10-11 scrolls away. The *"Get a Quote!"* at the top is not enough. It needs to be easy to spot, in the front, and bold. Use the FREE word to your advantage - in the very front of the website to increase click rates. [Get your FREE Quote now >].

**2)** *"All the Magazines You Need, for All Your Locations, in One Easy Order"*

This is better. But many issues lie here as well:

- Throughout the text, the word **WE/OUR** appears 6 times. The word **YOU/YOUR** appears 5 times (including the headline). Sorry to break it to you, people in their nature are self-centered selfish creatures. They don't care about you or your business. They care about **themselves**. The ratio here is bad. It should be more towards 70-80% about them 30-20% about you. Agitate the problem - *"take out the hassle of ordering magazines"*. Instead: We know how frustrating it could be to(...) and how you solve it! Talk in a friendly voice - solve their problem. *"eliminating back and forth"* - Talk about it! Instead " The main problem people face is the invoice situation with..."
- Company mission (last paragraph) should be below the UVP and CTA + About Us page (better written involving the core values of the brand MagMall).

**3)** About Us page - greeted with *"About Our Magazine Subscription Services"* headline. That is not who you are, it is the service you provide. Wrong spot!

- This whole page is wrong. Paradoxically, it is an amazing list of features that should be refined into the landing page while prospects scroll!
- "*Call 212-225-8278 for service*" - since when a phone number for service is a feature? and/or about you guys section related?