



## Here's the Scoop

**Google** has introduced a new tool for marketers called, Campaign Insights to measure display ads.

This tool compares thousands of Internet users who saw an ad with an equal sized group who did not see the ad, then measures the differences in searches and web site visits. For more information: <http://analytics.blogspot.com/2009/10/google-analytics-now-more-powerful.html>

### BPA Worldwide

(non-profit media auditing co.) is testing a Brand Reach audit service that will measure a media's reach in print, person, and online. This will assist several of us when deciding where to place those ads. <http://www.bpaww.com>

*be the change  
you wish to see  
in the world...*

—gandhi  
*wishing you  
peace and joy!*  
Debbie

## Streamline Copy for Web Sites, Press Releases, and Other Materials

Customers today are busier than ever and smart, they do research on-line and talk with friends prior to purchasing.

So what can you do to increase your customer attraction in words?

The trend is definitely to cut the fluff, jargon, and sales hype. I personally prefer this writing style since my background is from the B2B marketplace and my college business-writing course from the mid 90's was about eliminating unnecessary words.

Now Google has reinforced this by showing a preference for pages of 500 words or less. Yes, web sites are easier to read when the message is broken up into chunks and direct. A good starting point is to review the top words for your industry with Google and other search engines since this can assist you in your word focus. <http://www.keyworddiscovery.com> and <https://adwords.google.com>

Some rules I try to follow are:

- Copy must be relevant
- Must be credible, so have proof for those claims
- Short as possible
- Eighth grade reading level is recommended for most, although certain occupations would lose credibility if they did this. Remember the customer.
- Use capital letters, font styles, and color carefully, all caps feels like you are yelling.
- Test headlines, revise until it works
- Answer the obvious relevant questions first (5 W's)

Use "realistic" sounding testimonials and endorsements of your product and service.

Casual speaking tone works best on the Internet and gives your business a personality.



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Streamline Copy... continued

Please use numbers for numbers instead of spelling them out, 5 is much easier and faster to read than five.

Less is more today, just like KFC, IBM, and instant messaging.

You can always provide more on another page or a link for those that need more information or words.

## FTC Guidelines Change for Endorsements & Testimonials

The FTC (Federal Trade Commission) has adopted New Guidelines for Endorsements and Testimonials in Advertising, effective December 2009. So be on the lookout for these new rules, looks like blogging is included also. More information at:

<http://www.ftc.gov/opa/2009/10/endortest.shtm>

# Marketing Work Portfolio — Advanced Orthopaedic Physical Therapy PSC



Top: Website for Advanced Orthopaedic Physical Therapy PSC ([MyAOPT.com](http://MyAOPT.com));

Left: Brochure for Advanced Orthopaedic Physical Therapy PSC (John Bailey Design & Newhouse Strategic Marketing, Inc.)