

CASE STUDIES, GUIDES & REPORTS

Webology - The 5 Reasons Your Website Doesn't Generate Enough Enquiries & Sales

Long-form lead-generation guide

A 29-page educational guide built around a clear diagnostic problem.

THE BRIEF

Create a substantial marketing guide that helps business owners understand why their websites underperform and gives them practical ways to improve enquiry and sales generation.

MY ROLE

Concept · Long-form copy · Educational structure · Direct-response writing · CTA

AUDIENCE

Business owners and marketers dissatisfied with website lead generation.

APPROACH

Frame the guide around five recognisable failure points, use examples and practical fixes to teach rather than simply sell, and support the advice with client outcomes before inviting the reader to continue the conversation.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger case study, guide or report. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

01 / SELECTED COPY

A strong diagnostic framework

The five-reason structure gives a long document a simple organising idea and lets readers recognise weaknesses in their own site.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

WEB SITE FAILURE REASON #1 - Your Web Site Is 98% Focused On You And Your Company, Not On Your Prospects

WEB SITE FAILURE REASON #2 - Your web site lacks direction and purpose

WEB SITE FAILURE REASON #3 - You're Missing The Opportunity To Qualify Serious Prospects

WEB SITE FAILURE REASON #4 - You're Not Testing New Headlines, Copy and Content On Your Site

WEB SITE FAILURE REASON #5 - You Have Not Optimized Your Home Page Structure And Navigation

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The extract is presented in context to show how the piece combines useful information, persuasive structure and a commercially relevant next step.

01 / ORIGINAL DESIGN

The copy in context

A selected page from the original client document, included to show how the writing worked within the finished piece.



02 / SELECTED COPY

Finish with evidence and a next step

The conclusion connects the principles to commercial outcomes, then makes a low-friction offer for readers who want help applying them.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Since applying the principles to the website I'm getting 30 or more hot prospect enquiries every month without fail.

49% of our customer base is now made up of clients coming onboard via this very well written website.

If you're interested to find out more about improving your web site's performance, without obligation, simply send an email... and we'll send you further information on how we can help you.

END OF COPY EXTRACT

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02 / ORIGINAL DESIGN

The copy in context

A selected page from the original client document, included to show how the writing worked within the finished piece.

WEB SITE FAILURE REASON # 1

**Your Web Site Is 98%
Focused On You And
Your Company, Not On
Your Prospects**

**FACT: Well over 90%
of business users of
the net are looking for
information.**

They are doing their homework and searching for answers and potential partners and suppliers.

And you know that visitors to your site have not found you by accident. They haven't just stumbled across your site! So what's the key to increasing enquiries from your site?

The key is to get out of your own ego, and get into the ego of the prospects who are visiting your site. Put yourself in their shoes. Get into their mind-set. They're not interested in you, or your Company, and they're certainly not going to suddenly make an enquiry just because your site looks the part!