

Copy Oracle

Copywriting Report

Web 3.0 is Here!

We are testing a radical new concept on our blog at CopyOracle.com.

I believe it will eventually be known as Web 3.0.

If Web 2.0 is defined as getting your viewers involved in the community, then Web 3.0 (as promoted by our blog and all blogs based on our software once released) will be that the community now includes our computer brethren.

You can see that concept in play here:

<http://www.CopyOracle.com/blog/casestudyheadlineclickthroughrate>

In Web 1.0, we just had the static article. It was just straight HTML and never changed unless the webmaster changed it.

In Web 2.0, we have comments, voting, surveys and other user interaction. The web page is no longer static. The individual users of the site can actually change the site.

In Web 3.0, we have everything present in Web 2.0, PLUS we now have the post itself evolving. The data in the post is no longer static. Our algorithm brethren now get to contribute to the community. And the surrounding text is even under test and may be worded differently when you see the post tomorrow.

Is that radical enough for you?

If you want to watch as the web evolves into Web 3.0, you may want to sign up for our announcement list. You can find the signup form at the top of the right column on our blog.

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Selling With A Blog

When I asked copywriters for feedback on CopyOracle.com, the almost universal opinion was that you can't sell from a blog. You need to use a sales letter.

I found that interesting since almost all copywriters have their own blogs.

But, they only sporadically sell from them. It is usually a one-time event such as a seminar or a product launch that they will use their blog to sell.

This blog is attempting something a little different.

The strategy of this experiment (and it is an experiment... we don't yet know if this strategy is valid) is long-term rather than short-term.

The sales page format assumes that if you can't be convinced to buy in 5 minutes with a single page of long copy sales letter, then almost all is lost.

Most copywriters do advocate trying to capture an email address so that more information can be sent and a sale made at a later time, but the strategy of the sales letter is to get the sale.

It is like the door to door salesman or the guy at the carnival who is fast talk selling his new miracle blade knife set.

A blog is more like a Barnes and Noble book store where you are free to look around and even have a seat on the couch and read while sipping a cafe. There is no pushy salesman anywhere to be seen. You can relax and you decide what you want to do.

What if both were combined? What if you had a comfortable environment where you could relax and browse while at the same time getting the information that eventually leads you to buy the thing that will best solve your problems?

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That is the goal of this blog. It actually is a sales device. Everything on this blog is actually running under multi-variate test to optimize for increasing sales. But at the same time, it is a blog and the focus is to allow YOU to decide where to go and what order to read the material.

The concept reminds me of a crude story. Let me see if I can clean it up a little.

The story goes like this. A young bull and his father were standing on a hill looking down at the herd of cows. The young bull said to his father...

"Let's run down there and romance one of those cows."

The father wisely replied to his son:

"No. Let's walk down there and romance all of them."

The sales letter approach is like the immature son who wants to push his will. The strategy of this blog is to be like the father and slowly and casually help and persuade as many as possible.

Nobody likes a pushy salesman. Aren't you more likely to come back to a helpful merchant who is willing to point you to their competitor if that is what is right for you?

By the way, you look very handsome today. Have you been losing weight?

Thanks for visiting my humble blog. I hope you find what you are looking for here. Please feel free to leave a comment if you need any help finding anything.

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Case Study: Headline Click Through Rate

If you join our blog announcement list, we will send you an email every time we post a new blog entry.

Those emails are very simple and all are identical except for the subject line and the link to the blog entry.

That link is tracked. That means we have data on the average click through rate of each blog title.

Is that useful information?

For us, we can use that information to gauge your interest in different topics and the work of different authors (based only on their headlines since you don't see the author name or the actual blog article until after you click and these stats are registered).

Because we run things a little differently here, we share that information with you. How can you use it?

How about for writing better headlines for your own blog or subject lines for your own emails.

Getting your readers to click the link in your emails is critical. The subject line is critical to getting them to even open the email. This list helps you understand the kinds of headlines that make people open the email and click to get more information.

Without further introduction, here is the list:

<http://www.CopyOracle.com/blog/casestudyheadlineclickthroughrate>

As I mentioned. We do things a little differently here. That list isn't static. Check back tomorrow and you will see that the blog post has magically changed!

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Pretty cool; huh?

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Double Your Profits With Your First Line of HTML

One of the biggest mistakes I see affiliates, copywriters and webmasters in general make is not even having valid HTML

You might think that it just doesn't matter very much as long the pages render fine in most browsers.

Let me give you some test results that might change your mind and double your profits.

Having valid HTML starts with the first line of your document which should be the doctype tag. You can do a "view source" on this page or any other valid HTML page to see the standard doctype.

Since EVERYTHING on our sites is under test, we decided to test not having a doctype a long time ago. The results were devastating. I don't have the numbers anymore, but I do have the numbers for a more recent test that was almost as devastating (ie: think about losing over half of your profits).

Most people put the doctype tag across two lines splitting between the quotes. That looks awkward and wrong to me, so I decided to put the doctype on a single line with just a space between the quotes.

I ran that through the W3C validation tool and it validated so I assumed there would be absolutely no repercussions to "fixing" the doctype tag. It would just look nicer in the source code.

Of course, we run a shop where it is just impossible to do something like that without testing it. So the new format for the doctype tag on a single line was put under test on a site that was earning \$5.79 per day on average.

Most people test for conversion rate changes. That's good, but many elements have the potential for changing traffic levels too.

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Maybe they render differently on some browsers causing less traffic because the page is messed up and they close the page before it loads. Maybe the search engines won't like the new format of the tag.

So, for elements like this, we use "periodic income" instead of conversion ratio for testing. A less fancy way of saying "periodic income" is "dollars per day."

After calculating conversion ratio and visitor value, the visitor value is multiplied by the number of visitors that have seen that variable version and then divided by the amount of time that the variable version has been under test.

The result is a holistic test that captures everything and not just conversion ratio or visitor value.

So this was put under test against a doctype tag that was split across two lines on a site that was making \$5.79 per day.

Guess what happened?

The earnings for the new format of doctype dropped to \$2.83 per day!

It mattered that much.

Lessons learned:

1. Split the doctype html code across two lines like everyone else does.
2. Validate your HTML code. It starts with adding that line to the top of every HTML document which declares what kind of document it is.
3. Test EVERYTHING.
4. Test for changes in traffic, not just conversion ratio.

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I hope those lessons help you double your profits... or at least avoid making a mistake that could drop your profits in half.