

Cum sa-i tii pe pagina ta

**Bobby Voicu**

# Mai intai de toate...

... e bine sa ai:

- Un plan de dezvoltare al site-ului
- Un plan de promovare
- Un plan de management al continutului
- Un landing page reusit
- Un business plan cu o componenta de vanzari



copyright webmaster.com



# Incentives

- “Din acest articol vei invata...”
- Incepe cu o concluzie sau cu o intrebare
- Oferă informații concrete și cifre
- Anunța articolele noi
- Cele mele importante informații să fie above the scroll
- Titluri îndrăznete pentru a atrage atenția.



# Digital Copywriting (I)

- Un prim paragraf atractiv
- Content hooks
- Line break sau “more”
- Marimea textului
- Citate din text
- Continut concis, condensat
- Call to action
- Liste de articole/resurse/subiecte relevante

## The Market for Something to Believe in is Infinite: An Interview with Hugh MacLeod

We are here to find meaning. We are here to help other people do the same. Everything else is secondary.

We humans want to believe in our own species. And we want people, companies, and products in our lives that make it easier for us to believe in one another.

~Hugh MacLeod, from “The Hughtrain Manifesto.”

I first read those words around 2006, and I immediately recognized an idea that would end up changing my life.

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36

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Internet Marketing  
for Smart People

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# Digital Copywriting (II)

- Organizarea textului pe puncte si numere
- Titluri si subtitluri atractive
- Bold pentru termenii cheie
- Structura pe paragrafe
- Open loops\*
- Subliniaza beneficiile pentru utilizatori
- Creeaza o poveste.

## Here's How Brevity Can Crush Your Copy

We tell you the importance of tight editing all the time.

We tell you lean writing is powerful and effective.

We tell you it just plain works better.

Except when it doesn't.

Consider these common terms:

- An "ATM machine" is an automatic teller machine machine.
- The "HIV virus" is the human immunodeficiency virus virus.
- A "PIN number" is a personal identification number number.

You see these acronym "mistakes" all the time, from storefronts, to mainstream media, to communications from financial institutions. Are these writers just clueless?

### Redundant Repetition

Check out these other common expressions:

- added bonus
- over-exaggerate
- end result



- \* <http://www.copyblogger.com/open-loops/>

# Respecta cei 4 P

- Promise
- Picture
- Proof
- Push

## Copyblogger Weekly Wrap

A week ago yesterday, [this post](#) ran here on Copyblogger, all about how I'm actually a woman. Not coincidentally, a week ago yesterday was also April 1st, widely known as April Fool's Day. So, the whole thing was the drunken brainchild of me and James Chartrand, who [actually did make that revelation for real](#). (In fact, that's James in the photo that goes with my post).

I tried to make that post as ridiculous and over-the-top as possible, but I still got several comments, messages and emails saying, essentially, "You go, girl!"

So I guess I should make it clear that I'm not actually a woman. I have watched every episode of *Sex and the City*, though. Don't look at me like that. There's sex in it.

Reporting from the ladies' room, here's what happened this week on Copyblogger:

Monday:

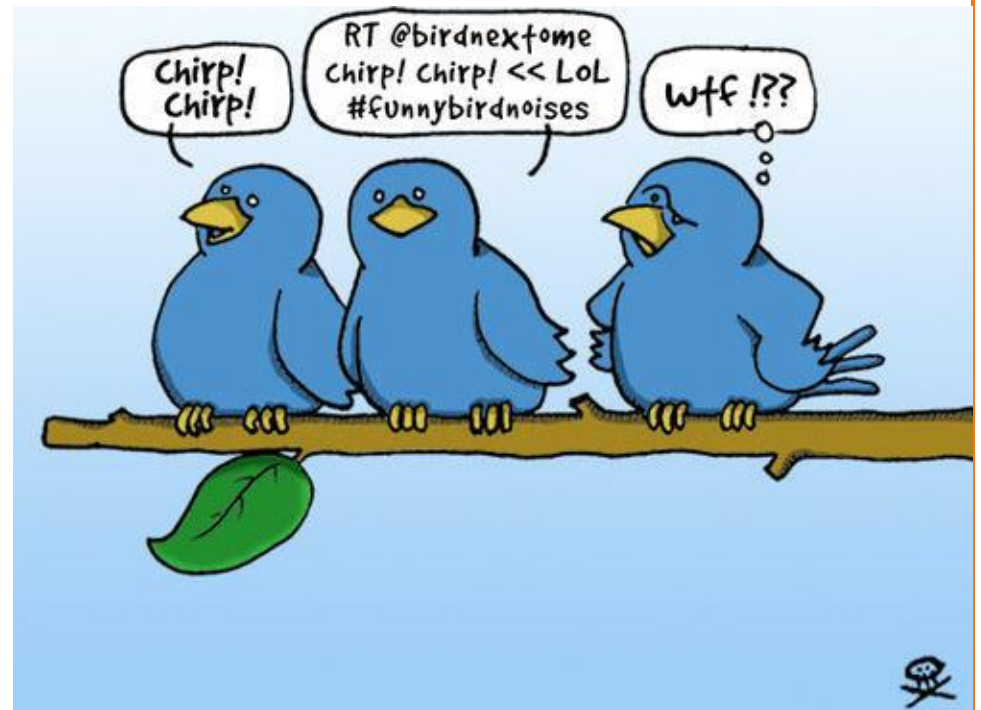
### [40 Questions You Need to Ask Every Copywriting Client](#)

I love to set proper expectations, whether they're about work you're doing with a client or about the gender of any given Copyblogger writer. This post will really help to set the right tone for any relationship with new copywriting clients, and to avoid awkward confrontations like, "But you said you wanted this press release to center on buffalos!" NOTE: This post is still applicable for most



# Continut media

- Fotografii
- Video
- Audio
- Continut interactiv



# Interactivitate

- Faciliteaza comentariile: nu cere logare, nu face comentariile no follow
- Sisteme de rating pentru articole si comentarii
- Intrebare la sfarsitul articolului

## Top Comments

I don't understand how some artists like Rhianna/Wiz Khalifa/Katy Perry get viewcounts in the 50 million + range while Armin (equally as good or even better than the aforementioned artists, IMO) has viewcounts in the 1-3 million range?



[UnWarierMage](#) 6 days ago 34

mapka w statystykach mówi sama za siebie :D POLSKA!! POLAND!!

[czarnyc9494](#) 3 days ago 7

All Comments (1,606)

[see all](#)

Respond to this video...





# Continut related

- Comentarii la articole
- Ultimele comentarii
- Related posts
- Produse related
- Link-uri in articol catre alte pagini

## Further Reading

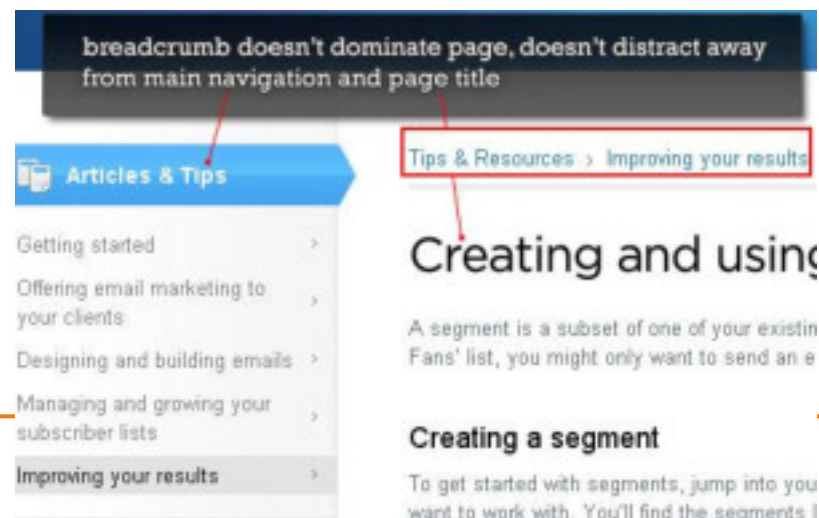
- ▶ [One Simple Way to Generate More Comments on Your Blog](#)
- ▶ [Copyblogger Weekly Wrap: Week of October 18, 2010](#)
- ▶ [Copyblogger Weekly Wrap: Week of March 14, 2011](#)
- ▶ [Copyblogger Weekly Wrap: Week of January 11, 2011](#)
- ▶ [Copyblogger Weekly Wrap: Week of November 15, 2010](#)

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-  Subscribe to Copyblogger
-  Bookmark on del.icio.us
-  Digg this post
-  Stumble this post

# Plugins & Widgets

- Boxes cu informatii utile relevante pentru continut
- Breadcrumbs menu
- Construieste un funnel (pt sharing)
- Puncte de pornire: cele mai citite, articole populare, cele mai comentate etc.



# Identificarea comportamentelor

Foloseste **Google Analytics** ca sa descoperi:

- Obisnuite de consum media
- User loialty
- Cel mai apreciat tip de continut
- Ce a determinat un peak de trafic
- Ce tip de continut creste time on page
- Cea mai populara categorie de continut



# Contact

- GM @ Intact Interactive
- Facebook.com/Bobby Voicu
- Twitter: @bobbyvoicuro
- Blog: [www.bobbyvoicu.ro](http://www.bobbyvoicu.ro)
- Email: [bobbyvoicu@gmail.com](mailto:bobbyvoicu@gmail.com)



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