

**Client:** Nova Communications

**Project:** Web writing

**Objective:** Increase online sales and leads

Competition in the telecommunications industry is fierce. With new companies and products popping up every day, it was crucial for this web content to rank well with the search engines and be compelling enough that visitors become customers. Keywords and benefits were used strategically throughout the content to get results on both fronts.

## Content Close-Up 1

Customers want to know how products will benefit them – and that’s exactly what this content does. From the benefit-driven header to the benefit-laden bullet points, this content makes it very clear to the customer how the product can help them solve their problems.

### *Two-way radios reduce retail costs*

*The majority of customers' questions are inventory-related. When shoppers can't get an immediate answer to their query, retailers miss out on a sales opportunity. Nova Communications' light duty two-way radio technology:*

- allows employees to get immediate answers to customers' questions
- makes the retail experience more enjoyable
- gives excellent distance and clarity
- produces more sales with more productive staff

## Content Close-Up 2

Notice that keyword phrases like “hand held data devices” are placed strategically in the header as well as the body copy to increase search rankings for those terms. But even more importantly, the content is written compellingly for a human audience – the prospective customer.

### *Hand held data devices capture more transactions*

*From inventory tracking systems for staff to SKU price scanners for customers, Nova Communications' hand held data devices are taking care of all of your retail communications needs. It really couldn't be easier - make phone calls, keep track of inventory in real time, scan prices and process the transaction right at the customer's side.*

## Content Close-Up 3

This sales page closes with four very specific benefits of owning this product, making it a great lead-in to the final call to action.

*Manage on the go instead of behind a desk. Give customers on-demand access to product information as they shop. Account for inventory so shrinkage is reduced. Enable checkout lanes to move quickly and efficiently.*

*“Our online sales are growing in leaps and bounds, thanks in part to the web content Emily developed for our website. In fact, our year over year growth is about 40%.”*

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