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WORD-right Copywriting News

Dear Reader,

Nearly the end of January already! Both David and I hope you enjoyed the festive break and are back at work energised and ready to take on the world.

The news here at WORD-right is the imminent arrival of our new website. We expect it to be live in time for next month's newsletter, so do keep an eye on www.word-right.co.uk.

WORD-right Blog

We've been thinking about it ... we've been talking about it ... and now it's here. The [WORD-right blog](#), that is.

Blogs are a great way of increasing your Internet profile and a useful way of helping your business climb the search engine rankings.

If you've thought about blogging but don't know what's involved, be sure to read the 'good ideas' section of this newsletter. You'll find a link to a **FREE** e-course on business blogging.

If blogging appeals, but you don't have the time, don't forget the WORD-right team can write your blog entries for you to help increase your company's visibility.

Hints and Tips – Accessibility

One of the biggest hurdles for any copywriter is getting people to read our beautifully crafted copy.

Copywriting is about more than just having a way with words. You can write the best copy in the world, but if nobody can read it ... [\(download the PDF\)](#)

Services – SEO Copywriting

Having a website is the starting point of your internet marketing drive. Once your website is live, it is essential prospective visitors can find your site easily when they search on Google or one of the other search engines. One of the ways of achieving this is to have 'keyword' rich copy. To help your website climb the rankings ... [read more](#)

Client of the Month Andrew Hamilton of ERA Services Ltd



In the current economic climate, reducing costs is high on everyone's priorities.

Andrew Hamilton is an Expense Reduction Analyst who helps companies reduce the cost of their procurement by up to 20%, or even more in some cases. With many years experience, Andrew will identify areas where you can make savings and work with you to implement these. For example:

Good Ideas – FREE Blogging e-Course

There is a wealth of free information available online and blogging is no exception. When we wanted to know more about blogs we did a bit of research and came across the ...

[Better Business Blogging e-course.](#)

**Better
Business
Blogging**

- Distribution and logistics
- Communication costs
- Vehicle fleet costs
- Office costs
- Print procurement
- Insurance
- And over 140 other business expenses

Undertaking an expense reduction review now will help your company survive the recession, and safeguard your profits when the economy strengthens again.

For more information, you can contact Andrew Hamilton on **01892 667265** or by email at andrew@era-services.co.uk or visit the [ERA website](#).

Some of the information we found was complicated and littered with hyperlinks. For this sort of information, we like to have a hard copy because it's easier to follow and keep as a useful reference tool. This e-course was delivered in 'bite-sized' chunks and was easy to print out and follow.

Blogging, like any marketing activity, takes time. But it is a useful way to generate valuable incoming links to your website and increase your web presence. The course takes you through a structured path from setting up your blog, right through to its marketing.

If you do decide to set up your own blog, don't forget to send us a link. We'd love to see it!

Finally ... if you are in the Oxfordshire area and networking is on your list of priorities for 2009, FBBC ([Faringdon Business Breakfast Club](#)) is running a 'Networking Nirvana' workshop on **Monday February 2nd**.

The workshop has been designed and will be presented by 'Mr Charisma' himself, Nigel Morgan of [Morgan PR](#). Nigel has turned networking into an art form and regularly presents on the subject.

With Nigel at the helm, this workshop is one not to be missed. It's going to be hands-on, fun, and dynamic! If you'd like to join us, please make sure you book **before the 29th January** by dropping an email to joy@word-right.co.uk. All this ... and it will only cost you £10 including a hot buffet breakfast!

Have a good month.

Kind regards

Joy and David McCarthy

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