

## ACPR Newsletter – February 2007

Want your website to work harder?



**Dear Antonia,**

This month we are focussing on your website, and how you can make it work harder for you. Read on for a great article about how to make people spend when they visit your site, details of our copywriting service, including a discount offer.

We also have news about a new forum, a business for sale, and the latest from Cut4Cloth, one of ACPR's DIY PR clients. Find out about how Cut4Cloth are making a difference to the planet, and not just by encouraging the use of cloth nappies.

Best wishes,  
Antonia Chitty

## Want your website to work harder?

### Top Tips from Antonia at ACPR

*How many people visiting your website go on to buy? You've got them there. Now you need to make the most of them. This short article looks at what stops people buying, and how to get them to click right through to the final payment page. Your conversion rate is a measure of the number of potential customers that go on to buy. It is easy to be pleased at the increasing number of people visiting your site, but don't lose sight of whether they are parting with their pennies at the end of their visit.*

*Make sure your front page is clear, with a concise statement about the benefits of what you offer. Wild and wacky web design may look great, but it takes longer for people to work out how to buy than the standard menu bar on the left. Make it clear and easy how to buy. Have as few clicks as possible to take customers to point of purchase. If your website has grown organically, or, like me you have tweaked it over the years it is easy to lose the clear navigation through to purchase. Ensure that there is a clear 'call to action' – a simple 'buy it now' button to remind people to shop.*

Visit [www.acpr.co.uk/newsletter.htm](http://www.acpr.co.uk/newsletter.htm) to read more tips

## Client news

### ACPR and Cut4Cloth

*Would you give one percent of everything you earn, before tax? Children's clothing Company Cut4Cloth, is doing just that, as part of their commitment to the planet.*

*Cut4Cloth is the first children's wear company in Europe to sign up to "1% For the Planet". Irrespective of profits, the company is giving 1% of turnover to carefully audited grassroots environmental charities. This is a huge commitment for any business, but Cut4 Cloth founder Lucy Jewson says, "We have a responsibility to our children to make choices that will protect our planet for the future". Cut4Cloth is currently working with an organic research project with a group of cotton farmers in Benin, West Africa, through PAN UK (Pesticides Action Network). The company supports the farmers in producing sustainably grown cotton and help in getting the crop to market.*

*Emma Vyvyan has been working on promoting Cut 4 Cloth. She says, "I've been on the phone lots and researching magazines – your contact lists have saved lots*

*of time. From there I seem to have developed a relationship with a few magazine and news paper people; talking, sending releases and images to help them as much as I can." Emma's tip for others trying to do their own PR? "Be creative with titles and story angles. It will make your press releases really stand out"*

[www.cut4cloth.co.uk](http://www.cut4cloth.co.uk)

[www.acpr.co.uk](http://www.acpr.co.uk)

## **Copywriting from ACPR**

### **Revitalise your website**

*DO you want to get more hits, improve your search engine optimisation AND have clear readable text on your website? Use ACPR's professional web copy service. This has been our most popular service in 2007.*

*More and more small businesses are seeing the benefit of having someone revamp their front page. ACPR offers great, clear, readable information for your visitors, AND we are skilled at incorporating your keywords in a natural manner. See below for a couple of examples or scroll down to find out more about a discount on copywriting.*

[www.chelltune.co.uk](http://www.chelltune.co.uk)

[www.thelittlethings.co.uk](http://www.thelittlethings.co.uk)

## **More news**

### **Nappy biz for sale, and new homeworkers' forum**

*Small but established nappy manufacturing co for sale including unique registered designs and patterns, some materials and all supplier details, some tooling, and stock, along with fully ecommerce enabled website. A new owner is needed to market and expand the production of this nappy in a growing market. Current designer/owner has not had time to expand this business to its full potential due to family commitments, and thus has reluctantly decided to sell, and is seeking new owner who is highly motivated to manufacture and capable of promoting this nappy system to achieve the sales potential it deserves. Serious enquiries only please to nbfs@hotmail.co.uk.*

*After many part-time jobs, Zoe Collins found that the only real way to manage a career and being a mum, was to work from home. Now, together with husband Michael, she has set up, Workersfromhome.co.uk. Michael says, "Working from home can be a great experience, but can also be an isolating one. With no colleagues to speak to in the office, you can feel alone and exposed. Workersfromhome.co.uk is a place where like minded people can get together, share their experiences, and become part of a real community, whilst at the same time, promoting their business for free."*  
*"We differ from most forums in that we do not prevent members from discussing or promoting their own business. We feel that that is key to our members and hence we offer no charge for this service. " Workersfromhome.co.uk was launched in January 2007.*

[www.workersfromhome.co.uk](http://www.workersfromhome.co.uk)

[www.acpr.co.uk](http://www.acpr.co.uk)

## **Discount on copywriting**

If you want to liven up your web copy on a budget, you will be pleased to know that copywriting from ACPR costs just £35 per hundred words. And for the next 30 days, ACPR is offering 5% off all copywriting.

And if you want a greater discount, use our copywriting services together with another purchase, such as a PR toolkit, contacts database or set of factsheets to get 10% off the total. Offer ends 13 March 2007

**PR toolkits:** From £65

Visit <http://www.acpr.co.uk/copywriting.htm> to find out more about copywriting

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If you know anyone with a small business, please pass this newsletter on.