

**Client:** Web Content Doctor

**Project:** Landing page

**Objective:** Request a content audit

## COPY EXCERPT

### **Make More Money from Your Web Content**

Here's how to achieve optimal website performance to win leads and sales.

[Request a content audit](#) today and get a FREE 30-MINUTE INITIAL CONSULTATION.

You need two things to make your website successful: traffic and conversions. And you don't have enough of either one.

#### **Blake Smith**

**B2B Web Copywriter  
Lead-Gen Specialist**

Vilas, NC  
828-773-3291  
[WebContentDoctor.com](http://WebContentDoctor.com)

"I am on a crusade to cure the online business world of Crappy Content Syndrome one website at a time. Visit [WebContentDoctor.com](http://WebContentDoctor.com) and join the crusade."

Think of your website as an Olympic athlete preparing for a marathon, and you are his trainer.

Your job is to ensure that the athlete is in peak condition so he can compete and win the gold medal.

But here's the thing: Your star athlete is suffering from an injury or illness that could not only jeopardize his performance, but could keep him out of the running.

Let's take this analogy a step further.

To treat a potentially serious illness or injury would require the services of a physician. So you call in a sports medicine specialist.

The first thing he would do is examine the patient to

determine the underlying cause.

Next, he would recommend a course of treatment. Then he would probably write a prescription to help cure the patient.

Likewise, if you are a digital marketer with a website that is suffering from poorly performing content, you face an important decision: Should you call in a specialist and, if so, whom should you call?

[Copy continues...]

[WebContentDoctor.com](http://WebContentDoctor.com) Portfolio