

Suggested Interview Questions for WordsmithBob

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Note: Bob is a very experienced media guest and can craft powerful answers on the fly anywhere in length from ten seconds to ten minutes. Also, Bob can give a very brash, hard-hitting, controversial interview or a calmer, informational interview. Just let him know what you want.

QUESTION – Bob, why shouldn't business people just put their brochure copy on their websites? Isn't a business website just an online brochure?

WORDSMITHBOB ANSWERS – (I'll draw in your audience by using simple analogies that can be understood by anyone, regardless of their web savvy.)

QUESTION – Why did you decide to specialize in web writing?

WORDSMITHBOB ANSWERS – (I'll be talking about the frustration level in the business community with websites that cost a lot of money but don't create any leads or sales.)

QUESTION – So if all these business people are disappointed in their websites, what's the solution?

WORDSMITHBOB ANSWERS – (I'll discuss the two track path to business website success: 1) great copy that converts visitors into buyers or gets them interested enough to contact you; and 2) Search Engine Optimization because a site that can't be found is worthless regardless of how good it is.)

QUESTION – Do business owners have to throw out their website and start over? That seems like an expensive proposition.

WORDSMITHBOB ANSWERS – (I'll explain that there's actually an advantage to keeping the same website and just reworking the copy and doing basic search engine optimization.)

QUESTION – What does Search Engine Optimization involve? Is it expensive? Is it difficult?

WORDSMITHBOB ANSWERS – (I'll explain how it's done and again, there's a two prong approach: 1) making sure that each page is optimized for its specific keywords and subject matter and 2) why "relevant" content is king.)

QUESTION – Most business owners don't have the time to spend creating regular content for their sites and can't afford to hire someone to do it full time. Are there any reasonable options?

WORDSMITHBOB ANSWERS – (There are plenty of fast and easy ways to create relevant content and I'll explain how anyone can use them.)

QUESTION – What about business owners who say people in their industry don't look for their product or services on the web?

WORDSMITHBOB ANSWERS – (I'll respond with an example of a business owner who told me that and why it turned out to be a self-fulfilling prophesy.)

QUESTION – What should business owners who aren't happy with their website results do? Is there an option for them?

WORDSMITHBOB ANSWERS – (I'll explain that there are questionnaires on my website that they can download and fill out to help them understand why their site isn't producing. There are also plenty of helpful articles to read, and I do free website analyses that they can take to any web designer or copywriter to get their website back on track.)

Bob can handle any question you throw at him. Feel free to improvise if you want, but the above questions do lead people to the logical conclusion that if they are unhappy with their website, they have real solutions available to them.