Originals by Jennifer Elin Cole, writeforyourbrand.com
Note to client: Intentionally closed each email with a variation of the same call to action: Phone, email, promotional offer, or some reason to draw a reader to your site.

Email #1
Subject Line: What year was your website born?

Message: Technology and consumer expectations change faster than the weather. If your web design and content went live more than three years ago, a [Company] web makeover could take years off your website's age. People, wine, and cheese get better with time; websites and brands need help staying young.

Call [Company] at [phone] or email [Email link] to discover three things you can do for less than $99 to modernize your website.

Email #2
Subject Line: Your website is beautiful! Does it work?

Message: Websites are like exotic sports cars: stunningly beautiful, but without regular maintenance and attention, they're potentially useless. If your online content is time-consuming to update if customers express frustration trying to find information on your website, or if you're receiving fewer and fewer "Contact Us" web forms, your website likely needs a [Company] makeover.

Striking graphics and impressive videos do not equal functionality. Call [Company] at [phone] or email [Email Link] to discover three things you can do for under $99 to keep your website beautiful ***and*** useful.

Email #3
Subject Line: SRO, SEO, and money

Message: Does your website have the online equivalent of SRO—Standing Room Only, with so many visitors you're barely keeping up with requests for quotes, orders, or reservations? If not, request a FREE [Company] SEO analysis.

SEO is Search Engine Optimization, and it refers to where major search engines rank your site on their search engine results pages. And when Google and Bing see your site, anyone in the world can, too.

Call [Company] at [phone] or email [Email Link] to discover three things you can do for under $99 to improve your website SEO.

Email #4

Subject Line: Does your website need a GPS?

Message: Is your website easy to navigate, or would a first-time visitor be lost without a GPS? Is there more than one route to the same destination—do you have multiple links

leading to the same part of the site? If so, are those submenus and links highly visible? Do you direct visitors with commonly understood terms or potentially confusing industry-specific words? If a potential customer feels lost as soon as they land on your site, you may lose their business in less than six seconds.

Help your site visitors find their way to your bottom line. Call [Company] at [phone] or email [Email Link] for a free three-minute test: if we get lost in three minutes or less, you need us.

Email #5

Subject Line: Does your website pass the click test?

Message: How many clicks does it take to get to the "center" of your website? The "center" of your site is the one element of your business or piece of information you want every first-time visitor to know. How many clicks will it take a potential customer to discover this central message? Or work out what to do after they find it? Make it easy for customers to say "yes" with clear, straightforward website content and design; place the essential information front and center.

Call [Company] at [phone] or email [Email Link] to discover three things you can do for under $99 to help your website pass the click test.

Email #6
Subject Line: Is your website on vacation?

Message: Your website has one job: sell your product or service. Whether that's crab cakes, calzones, or car repair, if your website isn't working, you may not be either. Maximize every opportunity to earn a new customer. Did Diners, Dives, and Drive In's visit your restaurant? Tell everyone!

Does your floral shop offer an annual Mother's Day promotion? If you still have the date for last year's holiday on the webpage, you'll likely lose some business.

Call [Company] at [phone] or email [Email Link] for a checklist to determine if your website is vacationing or working hard for you.

Email #7
Subject Line: Does your website need to lose weight?

Message: Squeezing too much content and too many images on to a computer, or more likely a cell phone screen, is the website equivalent of trying to button your favorite jeans from high school: it doesn't work. If words, graphics, navigation buttons, tabs, or links, are overloading your website visitors are probably overloaded as well. Too much information can be intimidating and encourage people to leave your website.

Call [Company] at [phone] or email [Email Link] and learn how to lighten up your webpage without sacrificing priority content or accessibility.

Email #8
Subject Line: Does your website need a NAP?

Message: If your website doesn't have a NAP—Name, Address, Phone number, you may be missing some business inquiries. How can a potential customer buy from you if they cannot find your phone number or address online? Sure, it sounds simple, and your business name is probably front and center, but phone numbers and addresses are often posted in small print or buried in sub-menus.

Call [Company] at [phone] or email [Email Link] to learn why your website needs a new, or more efficient, NAP.

Email #9
Subject Line: Toto, we're not in Kansas anymore!

Message: If your customers tell you, "I had a hard time finding you, I almost turned around," either your website needs a map, or your map needs a new location on your website. Sure, most people use GPS programs, but how will someone find your place of business if the GPS doesn't recognize the street address? If they can't confirm your location, how will they decide whether or not to drive over?

Call [Company] at [phone] or email [Email Link] to learn how to drive customers to your building **and** your website.

Email #10
Subject Line: Customers like my website because...

Message: Quick, name ten things your customers like about your website. Five? Three? Any? If you listed more than ten reasons, people like your webpage, congrats, you're connecting with your customers and very likely managing your website well.

But, if you couldn't name ten, or even two things customers like about your website, Call [Company] at [phone] or email [Email Link] to discover three things you can do for under $99 to give visitors all kinds of reasons to love your site!