



Boomer Marketing Buzz

Tips, trends and tools to reach Boomer Buyers



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Hello and welcome to Buzz #2: the latest tips, trends and tools that will help you attract and join the conversation with more of the 78+ million active, wealthy and dynamic Baby Boomers.

In **BUZZ #1**, we covered the first three simple steps you can take to help your Boomer Web visitors instantly know they've found what they're searching for upon landing on your site. In today's issue, we'll cover the last four steps.

Buzz #2: Simple Steps to Help Your Boomer Web Visitors INSTANTLY Know

They've Found What They're Searching For

4. Use clear, easy to read fonts

It's very important to select fonts that are easy to read and big enough for **any** age group:

- Avoid white text on a dark background that is difficult for readers, especially Boomers and beyond.
- Keep your font colors consistent from page to page
- Don't use too many colors or your page will look cluttered and be difficult to read.

Remember, simplicity and clarity are of utmost importance to help your Boomer visitors quickly figure out what you are offering. Never make your visitors work hard or you will lose them!

5. Don't try to be creative with hyper-links.

Some web designers like to try to coordinate the colors on the web pages, including the colors used for hyper-links (the underlined text that you click to be taken to another page).

People are familiar with the underlined, blue text for hyper-links. Don't vary this. Say enough in your link text to make it clear what's behind the link.

Be sure to use your selected keyphrases in your hyperlinks—again pleasing the search engine spiders and 'bots as well as your reader.

6. Stick with the 'rule-of-two' for clicks.

Research shows that the higher the number of clicks before a visitor gets to what they want, the lower the conversion rate.

Be sure there are no more than two clicks to a desired page of information or to a shopping cart and watch your conversions increase.

7. Offer clear action steps and guide users along.

With action verbs and clear directions, you can move visitors along towards your desired action: '**view** demo', '**sign up** for our newsletter', '**learn** about xyz product', '**download** your free report', or '**purchase** your subscription now'...all clearly tell a reader what to do.

And there you have it. The final four of seven simple, clear and easy steps you can take that will have your visitors nodding their heads and moving along to taking your desired action.



*Helping You Attract Baby Boomer Buyers Through
Direct Response Copywriting, Web Copywriting and Marketing Strategy*

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