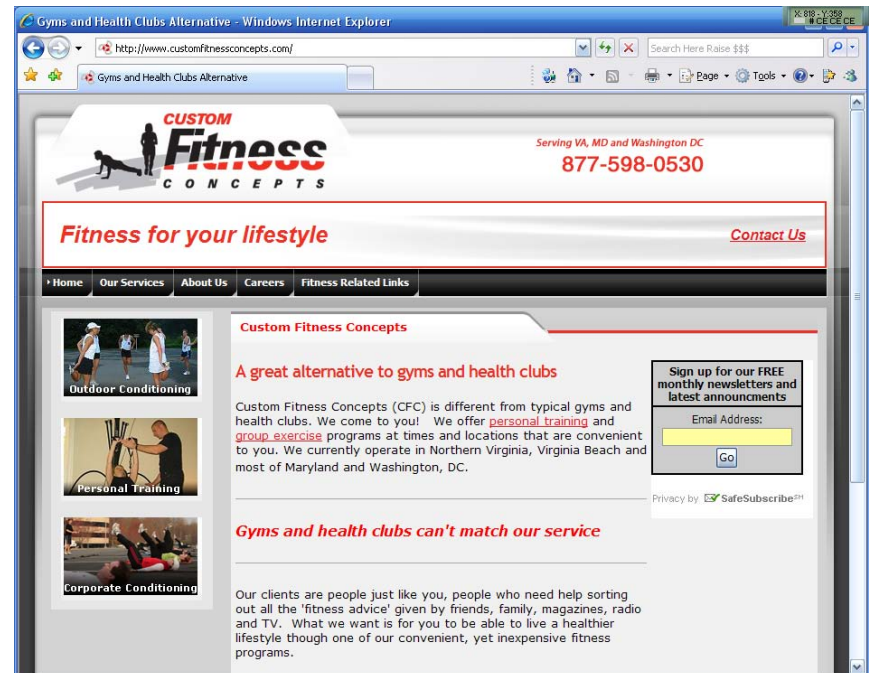


# Let's chat web copy

- Objective of the web page
- What keywords to use?
- Who are you writing for?
- What would they need to know?
- What would you need to persuade action
- Call to action

# Page blueprint

- Heading
- Sub headings
- Bullet points
- Bolded keywords
- Italics
- Call to action



Self catering luxury apartment

## No.5 Casa Playa

Umhlanga . Kwa-Zulu Natal . South Africa

Home

Accommodation

Gallery

Floor Plan

Virtual Tours

Attractions

Rates

Contact Us



### Casa Playa No 5 - luxury holiday accommodation

Situated on the beach, next to Umhlanga Sands Hotel and less than 1 km from Umhlanga Village. No.5 Casa Playa offers 300sq meters of ultimate style, comfort, luxury and attention to detail.

This luxuriously appointed home is situated on Umhlanga Rocks main beach and is the perfect accommodation for your dream holiday.

The **self catering apartment** has a generous living space and is the perfect choice for families, friends or couples who want the ultimate in comfort, privacy and relaxation.

This romantic *luxury self catering apartment* is truly an experience not to be missed.

### Umhlanga Rocks waterfront



No.5 Casa Playa

Self catering luxury apartment

## No.5 Casa Playa

Umhlanga . Kwa-Zulu Natal . South Africa

[Home](#)

[Accommodation](#)

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[Floor Plan](#)

[Virtual Tours](#)

[Attractions](#)

[Rates](#)

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### Attractions around Durban

Casa Playa No 5 is a luxuriously self catering apartment situated on Umhlanga main beach (next door to Umhlanga Sands Hotel). There are a number of amenities within close walking distance i.e. hair dressers, beauty salons, cocktail bars, coffee shops and world class restaurants.

A little further along the boardwalk is a pleasant Café with tables outdoors overlooking the sea or indoors if the weather is unpleasant.

Umhlanga village itself with its many restaurants and eclectic shops is a short walk away.

[Comrades Marathon](#)

[Durban July](#)

[Pick & Pay Amashovashova cycle race](#)

[Romantic getaway](#)

[Wedding Anniversaries gift ideas](#)

[Awesome Africa Music Festival 2007](#)

[Durban Your Baby Show](#)

[Put a spark back into your marriage](#)

## Spend your Durban July handicap weekend in style at this luxurious seaside apartment

Back to [attractions](#)

The **Vodacom Durban July** is the one **horse racing event** where you want to be seen and where knowledge of horse racing is not a requirement.

**Stylish, exciting, glamorous, the hottest event** in town. The Durban July is the most talked about and attended **social gathering** among South African racing and non-racing fans.

The **Greyville racetrack**, Saturday, 7 July 2007 – the key date in your social calendar.

### The History of the Durban July Handicap

First held in July 1897 with just seven **horses**, the race grew in popularity and drew crowds from all over the country. In 1963 the race was sponsored by Rothmans with a stake of R30 000. With this sponsorship in place the event kept growing. In 2002 Vodacom took over the sponsorship and there is now R2.5 million at stake. Approximately 50 000 people flock to Durban where more than R100 million will be spent on this sensational affair.

In short the **Vodacom Durban July** is a uniquely South African event with the gathering of bookies, punters, horse lovers, socialites the flashy, splashy and the dressed to kill.

### Durban July Handicap Fashion

The **Durban July** has managed to create a delicate balance of **fashion** and horse racing. The ladies (and gentleman) take their fashion serious and dazzle in their flamboyant, knockout, designer outfits. A truly head turning affair!

### Best Durban July Handicap Accommodation

This is the one event you can't miss this year. **Saturday, 7 July 2007** mark it in your diary. We've got the **accommodation** you'll need to ensure that you have a spectacular weekend. Casa Playa is a **luxurious, self catering apartment situated on Umhlanga Rocks'** main beach.

Casa Playa is ideal *accommodation* for friends, couples and corporate companies wanting to entertain clients. It has four spacious bedrooms each with magnificent sea view, four bathrooms, a stylish bar, plasma screen TV with DSTV and so much more. There are also trendy cocktail bars, coffee shops and world class restaurants within walking distance from the apartment.



#### No.5 Casa Playa

36 Lagoon Drive  
Umhlanga Rocks  
Kwa-Zulu Natal  
South Africa

For online bookings: [Contact Us](#)

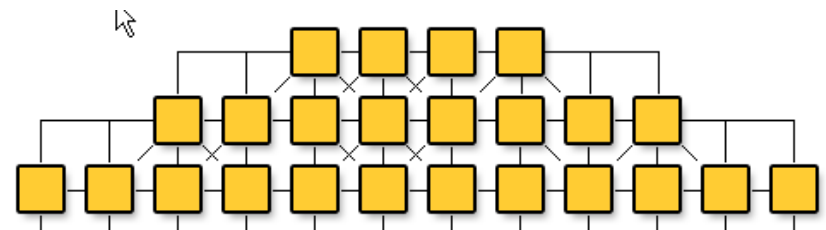
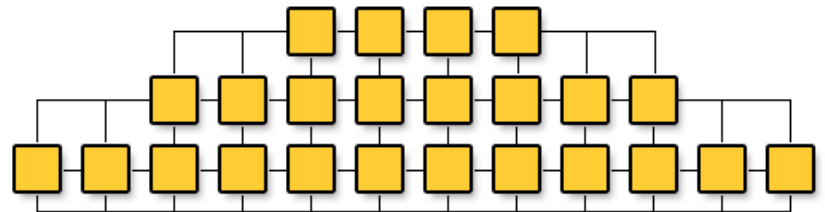



# Workout your website structure

Don't put too much on a single page.


- takes too long to load
- people won't find what they want easily
- not all the information may be relevant
- It will take a lot of work to filter it out.
- Provide ways for people to find what they want.

Split your copy up





**Dr Aleksandra Cerny**  
DENTIST



*Lonehill Dental Clinic*

[Home](#) | [About Us](#) | [Services and Cost](#) | [Clinic](#) | [Painless Dentistry](#) | [Testimonials](#) | [Bookings](#) | [Contact Us](#)

### We offer the New Ozone Treatment!

Get the new dental breakthrough right here in Sandton!

Dr Aleksandra Cerny can deactivate 99% of all bacteria in your mouth by using the **new Ozone treatment**.

Let ozone gas treatment replace everything that you hate most at a dentist - injections, drillings and fillings!

This means that you will be halting the decay process that bacteria would've been able to cause in your mouth.

As a patient, you will also be equipped with a Patient Kit so that you can add the necessary minerals to your teeth without having to take time out of your busy schedule to make dentist appointments.

- The complete remineralisation process will take between 4 and 12 weeks.

It is easy for a person to ignore messages about oral care, but this means that we risk leaving our teeth to depreciate until it becomes a huge problem.

By [booking an appointment at Dr Cerny's practice](#) in Lonehill, you are not only going to transform your smile, you are also making a serious investment to prevent big teeth problems later on in life.

[Book your new Ozone Treatment](#) today!

### Contact Dr Cerny

|                   |   |
|-------------------|---|
| <b>Telephone:</b> | +27 11 465-6686   |
| <b>Cell:</b>      | +27 83 314 1717   |
| <b>E-mail:</b>    | <a href="mailto:aleksandra@drcerny.co.za">aleksandra@drcerny.co.za</a>                          |
| <b>Address:</b>   | <b>Lonehill Dental Clinic:</b><br>Dr Aleksandra Cerny<br>Suite 100A<br>Lonehill Shopping Centre |

Fill in the form below and we will contact you

**Name \* :**

**Telephone \*:**

**Email \* :**

**Book Ozone Treatment \* :**

[Home](#) | [About Us](#) | [Services and Cost](#) | [Clinic](#) | [Painless Dentistry](#) | [Testimonials](#) | [Bookings](#) | [Contact Us](#) | [Sitemap](#)  
 Copyright © All Material Dr Aleksandra Cerny Created and Maintained by [WSI](#)

# Summary of web copy

- Say less
- Structure each page according to objective
- Provide relevant information
- Persuade with call to action

# Internet Advertising

# Gumtree

## Johannesburg health & beauty / well-being

post an ad

[edit/delete an ad](#)

[repost an ad](#)

[subscribe free](#)

[unsubscribe](#)

[my saved ads](#)

details

[E Mail this posting to a friend](#)

### Teeth Whitening

save it!

**Reply to:** [Click here](#) to email the poster

Date: Monday 25th February

Looking for teeth whitening in Johannesburg?

At Dr Cerny's dental clinic in Lonehill, your teeth can be whitened by several shades within 45 minutes. This can dramatically improve your appearance and give you the self confidence that you need to flash your bright smile.

Have your teeth whitened by a professional dentist in Lonehill, book your appointment online at [www.drcerny.co.za](http://www.drcerny.co.za)!

Anti spam: Do **NOT** contact me offering services or anything of a commercial nature.

Location: Lonehill

Posting ref: 20516679

[Report this posting for review by Gumtree admin](#)

### Teeth Whitening

# Craigslist

[johannesburg craigslist](#) > [beauty services](#)

[email this posting to a friend](#)

## Teeth whitening

Reply to: [adrienne@wsuniquewebdesign.co.za](mailto:adrienne@wsuniquewebdesign.co.za)

Date: 2008-02-25, 7:35AM SAST

Tooth whitening isn't only for celebrities anymore. Anyone can have the perfect bright smile with the new teeth whitening techniques that professional dentists are using.

At Dr Cerny's dental clinic in Lonehill, Johannesburg, your teeth can be whitened by several shades within 45 minutes. This can dramatically improve your appearance and give you the self confidence that you need to flash your bright smile!

Book online at [www.drcerny.co.za](http://www.drcerny.co.za) today!

Location: Lonehill

it's NOT ok to contact this poster with services or other commercial interests

please [flag](#) with care:

[miscategorized](#)

[prohibited](#)

[spam/overpost](#)

[best of craigslist](#)

PostingID: 585789274

# Blogging

- **Promote**

- your business
- your products
- Yourself

- **Get links to your website**

- Build search engine rankings

# Valuable links to your website

## Article Announcements

Announcements services and publicity for articles and press releases

### Teeth whitening in Sandton

February 17th, 2008

You may think that you can't have whiter teeth because your teeth are already too discoloured. But now you can see amazing results when you book your appointment for tooth whitening with a professional dentist in Sandton!

At Dr Cerny's dental clinic in Lonehill, Johannesburg, your teeth can be whitened by several shades within 45 minutes. This can dramatically improve your appearance and give you the self confidence that you need to flash your bright smile. Find out more about [teeth whitening!](#)

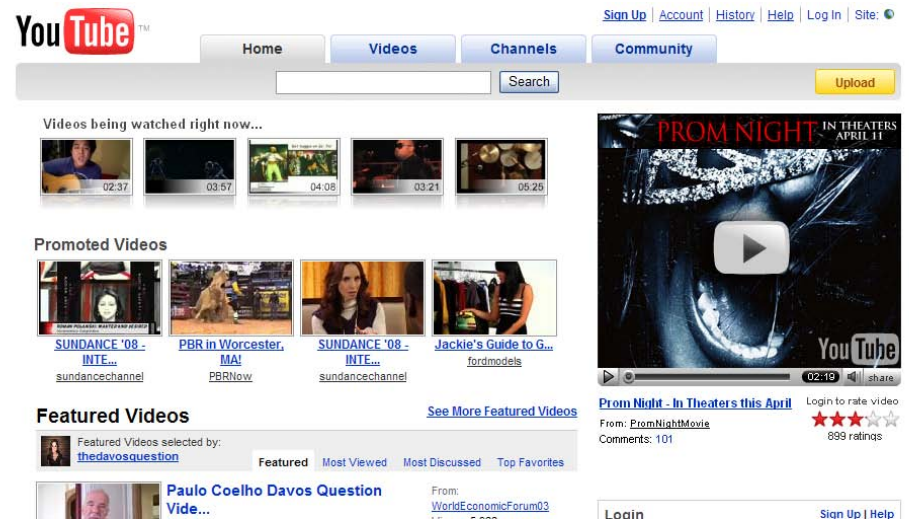
Posted in [Womens Health](#) | [No Comments](#) >

Not [www.drceeny.co.za](#)

# Internet Advertising

- Video advertising  
On  
YouTube

- Shark Video1



# Internet Advertising

## ● Social Networking: Advertising

A Company's  
MySpace Page



The screenshot shows a MySpace profile page for 'Custom Fitness Concepts'. The page is divided into several sections, each highlighted with a red border:

- Sponsored Links:** Located at the top, it contains three advertisements: 'VA Fitness Trainer School', 'Storm Fitness, LLC', and 'Nature Valley B...'. An arrow points from the text '(With paid ads?)' to this section.
- User Shortcuts:** A dropdown menu below the sponsored links.
- Navigation:** A horizontal bar with links: Home, Browse, Search, Invite, Film, Mail, Blogs, Favorites, Forum, Groups, Classifieds.
- Profile Header:** Contains the name 'Custom Fitness Concepts', a tagline 'Fitness For Your Lifestyle', a profile picture, and bio information: 'Male, 35 years old, Serving VA, MD, and Washington, DC, Virginia, United States'. It also shows 'Last Login: 1/19/2008' and links for 'View My: Pics | Videos'.
- Contacting Custom Fitness Concepts:** A box with various interaction options: Send Message, Forward to Friend, Add to Friends, Add to Favorites, IM / Call, Block User, Add to Group, and Rank User.
- Blog Section:** A section titled 'Custom Fitness Concepts Blog' with a snippet of text: 'It's all about the intensity... Surviving Vacations (view... CFC Locations!!! (view me... [View All Blog Entries]'. Below this is an 'About me:' section with the website 'www.CustomFitnessConc...' and the phone number '877-598-0530'.

(With paid ads?)

# SEM & Social Networking



Web Results 1 - 10 of about 353,000 for [outdoor con](#)

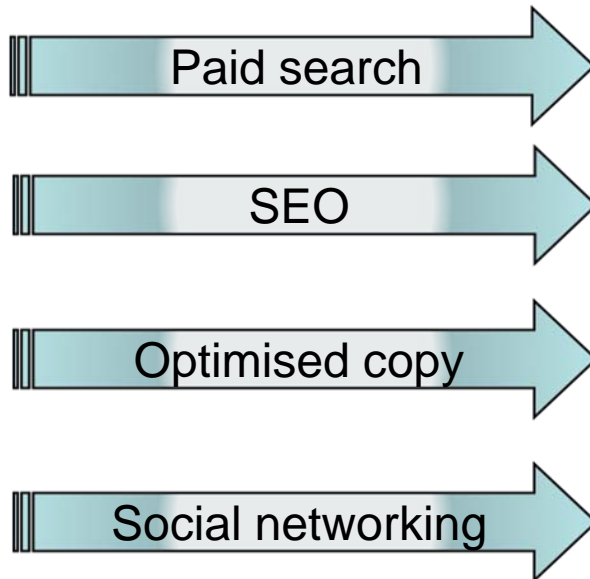
**Hardscapes - Richmond, VA** Sponsored Links  
[www.CardinalLandscapeSolutions.com](http://www.CardinalLandscapeSolutions.com) Expert Hardscape & Landscape Design 10% Off When You Register Online!

**Fitness Boot Camp**  
[www.CustomFitnessConcepts.com](http://www.CustomFitnessConcepts.com) Outdoor Conditioning in VA, MD, DC Try a class in your area for free!

**Gyms and Health Clubs Alternative**  
 We currently operate in Northern **Virginia**, **Virginia** Beach and most of ... Register online for a free **outdoor conditioning** workout (boot camp) in your area, ...  
[www.customfitnessconcepts.com/](http://www.customfitnessconcepts.com/) - 27k - [Cached](#) - [Similar pages](#)

**Personal Trainers Virginia**  
 Enroll in **Outdoor Conditioning** ... Click Here For Personal Trainers **Virginia!** ... That's why we come wherever in **Virginia** our services are needed, ...  
[www.customfitnessconcepts.com/Default.aspx?tabid=165](http://www.customfitnessconcepts.com/Default.aspx?tabid=165) - 26k - [Cached](#) - [Similar pages](#)  
[More results from www.customfitnessconcepts.com »](#)

**MySpace.com - Custom Fitness Concepts - 35 - Male - Serving VA, MD ...**  
 Serving VA, MD, and Washington, DC, **Virginia** United States Last Login: 1/16/2008 ... Music, Pick the right fitness service for you: **Outdoor Conditioning** ...  
[www.myspace.com/customfitnessconcepts](http://www.myspace.com/customfitnessconcepts) - 116k - [Cached](#) - [Similar pages](#)



**Dentist**[www.YellowPages.co.za/Dentists](http://www.YellowPages.co.za/Dentists) Need a dentist? Quick and easy: Yellow Pages.

Sponsored Link

Sponsored Links

73 results stored on your computer - [Hide](#) - [About](#) [Is your website generatin...](#) - Dr Cerny (**Lonehill Dentist**) We receive**Affordable dentistry**Experience no pain. Affordable dental treatments in Lonehill  
[DrCerny.co.za](http://DrCerny.co.za)

SEO content

**Painless dentistry treatments Lonehill, Sandton, Johannesburg.**Painless dentistry in Lonehill, Sandton. Contact Dr Cerny for teeth whitening, cosmetic and restorative dentistry and have all your dental treatments done in ...  
[www.drcerny.co.za/](http://www.drcerny.co.za/) - 19k - [Cached](#) - [Similar pages](#)

SEO content

**Lonehill Dental Clinic**Painless dentistry treatments at Lonehill shopping centre.  
[www.drcerny.co.za/marketing/ozonetreatment.html](http://www.drcerny.co.za/marketing/ozonetreatment.html) - 13k - [Cached](#) - [Similar pages](#)  
[More results from www.drcerny.co.za »](#)

Gumtree

**Teeth Whitening Lonehill Johannesburg health beauty well-being**Have your teeth whitened by a professional dentist in Lonehill, book your appointment online at [www.drcerny.co.za/](http://www.drcerny.co.za/)! Anti spam: Do NOT contact me offering ...  
[johannesburg.gumtree.co.za/johannesburg/79/20516679.html](http://johannesburg.gumtree.co.za/johannesburg/79/20516679.html) - 12k - [Cached](#) - [Similar pages](#)

Webinfo directory

**WebInfo - Beauty.****Lonehill Dispensary Lonehill Shop Ctr Lonehill Blvd, Lonehill.** Phone: 011 7052711 Fax: 011 4655331. [ Pharmacy , Health , Medical , Chemist ] ...  
[www.webinfo.co.za/html/Eng\\_search\\_0\\_0\\_6\\_30.htm](http://www.webinfo.co.za/html/Eng_search_0_0_6_30.htm) - 96k - [Cached](#) - [Similar pages](#)

Ananzi directory

**WebInfo - Lonehill Dispensary**... Dating, Decorating, Dentist, Department Store, Design, Desktop Publishing .... Business Address. Lonehill Shop Ctr Lonehill Blvd, Lonehill, Sandton ...  
[www.webinfo.co.za/html/Eng\\_BusinessInfo\\_4652\\_1\\_0\\_0.htm](http://www.webinfo.co.za/html/Eng_BusinessInfo_4652_1_0_0.htm) - 61k - [Cached](#) - [Similar pages](#)  
[More results from www.webinfo.co.za »](#)

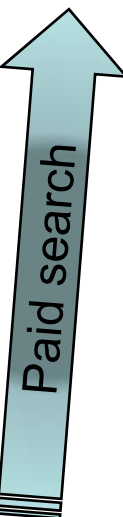
S.A. Websites

**Ananzi Directory - /Health & Beauty/Health & Medical/Medical Services**Dr Cerny - Lonehill Dental Clinic Dental services at medical aid rates. Dr Dekenah Dentist practicing in Claremont, Cape Town, South Africa. ...  
[www.ananzi.co.za/catalog/HealthandBeauty/HealthandMedical/MedicalServices/](http://www.ananzi.co.za/catalog/HealthandBeauty/HealthandMedical/MedicalServices/) - 52k - [Cached](#) - [Similar pages](#)

Aardvark directory

**Clubbers Guide Your Online Entertainment Website - CAPPELLO's ...**RYAN DENT. Where: Cappello's - Lonehill - Lonehill. Category: Johannesburg. Event description: ----- RYAN DENT aka THE DENTIST ...  
[www.clubbersguide.co.za/component/option,com\\_eventlist/itemid,99999999/func,details/did,1952/](http://www.clubbersguide.co.za/component/option,com_eventlist/itemid,99999999/func,details/did,1952/) - 41k - [Cached](#) - [Similar pages](#)

Craigslis

**Untitled Document**Dr A. Cerny - Lonehill, Lonehill Dental Clinic . ... Dr Tony Wright - Dentist, Private Dentist, specializing in dental Crowns, veneers, bridgework, ...  
[www.southafricanwebsites.com/html\\_links/D.htm](http://www.southafricanwebsites.com/html_links/D.htm) - 633k - [Cached](#) - [Similar pages](#)**Doctors**Dr Cerny - Lonehill Dental Clinic Dental services at Medical Aid Rates (Scale of Benefits).  
<http://www.drcerny.co.za>. Dr John Hill Eye Laser Centre ...  
[www.aardvark.co.za/search/directory.php?search=cat&category=167%2F&page=1&hpp=20-33k](http://www.aardvark.co.za/search/directory.php?search=cat&category=167%2F&page=1&hpp=20-33k) - [Cached](#) - [Similar pages](#)**Teeth whitening**At Dr Cerny's dental clinic in Lonehill, Johannesburg, your teeth can be ... Location: Lonehill; it's NOT ok to contact this poster with services or other ...  
[johannesburg.craigslis.co.za/bts/585789274.html](http://johannesburg.craigslis.co.za/bts/585789274.html) - [Similar pages](#)

# Summary of Online Advertising



**Online  
Advertising  
Works**

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for Details!

# WSI Power Search

- The fastest & easiest way to find the content you want online
- Planning your next family vacation
- Researching a health condition
- Locating tips, tutorials, and resources about your favorite hobby
- Buying or selling a home
- Helping your kids with their homework
- Enjoying audio, video, news, and discussions about your favorite bands, movies, celebrities



# Our Services

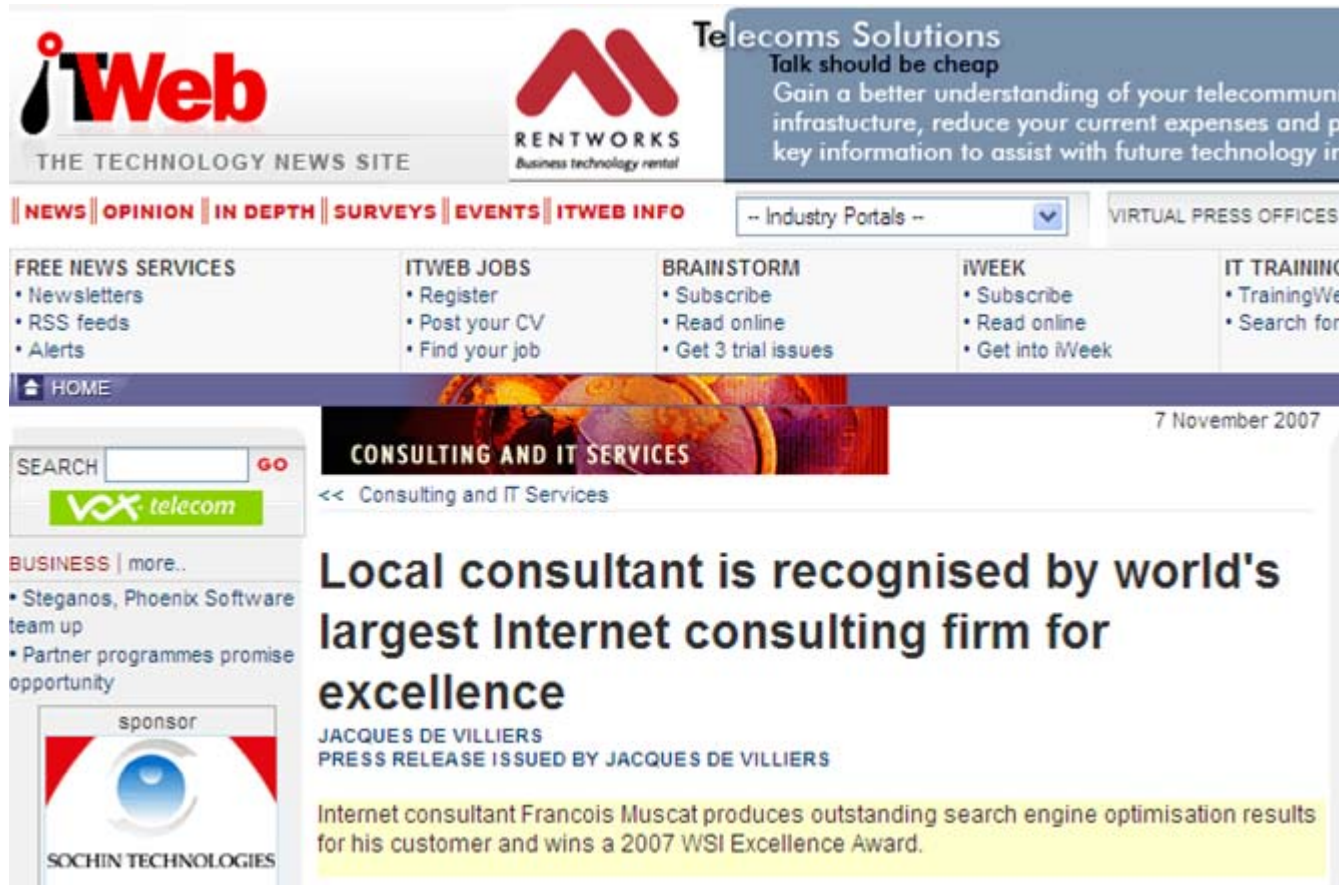
- ❖ Internet Marketing Plans
- ❖ Website blue prints
- ❖ Email Newsletter campaigns
- ❖ Content maintenance package

- ❖ Search Optimisation
- ❖ Websites
- ❖ Copywriting
- ❖ Hosting

# My Internet Marketing Credentials

- **Certified Internet Marketing Consultant**
- **Advanced Certification in Search Engine Marketing**
- **International Website Award**
- **Search Engine Excellence Award**





**ITWeb**  
THE TECHNOLOGY NEWS SITE

**RENTWORKS**  
Business technology rental

**Telecoms Solutions**  
Talk should be cheap  
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-- Industry Portals --

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HOME

7 November 2007


SEARCH  GO

**VOX telecom**

BUSINESS | more..

- Steganos, Phoenix Software team up
- Partner programmes promise opportunity

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PRESS RELEASE ISSUED BY JACQUES DE VILLIERS

Internet consultant Francois Muscat produces outstanding search engine optimisation results for his customer and wins a 2007 WSI Excellence Award.



we simplify  
Internet Marketing

# Why WSI?



- WSI currently has over 1500 offices in 87 countries
- We have helped thousands of companies
- Our systems are proven to get results

# The End

## Please fill in your survey form

# Contact Info

- **Francois Muscat**

- Internet Marketing  
Consultant
- [francois@wsiuniquewebdesign.co.za](mailto:francois@wsiuniquewebdesign.co.za)

- **Adrienne Brookbanks**

- Creative Copywriter
- [adrienne@wsiuniquewebdesign.co.za](mailto:adrienne@wsiuniquewebdesign.co.za)

- **Marelise Da Silva.**

- Project Manager
- [marelise@wsiuniquewebdesign.co.za](mailto:marelise@wsiuniquewebdesign.co.za)

Please fill in your survey form