

## JUST THE FACTS SHEET #02: FOR COPYWRITERS

### USING WEBSITES IN YOUR RADIO SCRIPTS:

1. Always exclude “www dot”, start with the name only, and end with the correct URL prefix, eg: “dot com” or “dot com dot a-u”.



2. **Listeners are more likely to remember your clients website name than a phone number, and act on it, if you put it in their radio commercial** (repeat it if you can -or- say it once but s-l-o-w-l-y).

3. Industry survey data says:

- Radio listeners are 6 times more likely to search for a business when they hear their radio commercial [1]
- Radio advertising has an immediate effect. 78% of those who heard the ads took some form of digital activity within 24 hours [1]
- When combined with digital advertising, radio delivers 29% more traffic on your website's SEO, that means more visits to your web page if a call to action is included in a radio commercial. [2]



4. Never say “**Google us...**” or “**Search online for...**” or “**Find us on Facebook...**” Because your clients competitors will have paid to be in those search results.

5. Give the **EXACT website name**, with no weird spelling. BUT if the clients website name has strange spelling, spell it out and repeat it, e.g.: “*Daves Sportz dot com, that's Daves Sports with a 'z' dot com*” even then that is not great because the ‘z’ could be in one of 3 places in that website address.

6. The same goes for product or service names with weird spellings, spell them out - AND – recommend the client include all the possible miss-spellings in their website meta-data to help a listener find their page if they do a search.

#### SOURCES:

[1] CRA & Colman Brunton – Radio Boosts Digital Activity, May 2012

[2] NAB Radio Drives Search, Sept 2017

