

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: PC Hardware

Business Objective: Getting more attention

Funnel: Via searching

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who need hardware, hardware components or consultation with IT experts

2. Where are they now?

- a. Searching for the best product vs price
- b. Current levels
 - i. Need/Desire - 6/10 - probably want but not entirely sure which one to get
 - ii. Belief in purchasing hardware - 6.5/10
 - iii. Trust in Ardes.bg - pretty moderate to high - 7.5/10
- c. Current State
 - i. They cannot do their current job without hardware
 - ii. Unsatisfied with their current hardware - either slow or not functional
 - iii. Frustration
 - iv. Unmet needs

- v. Low trust
- d. Dream State
 - i. Много добро обслужване получих от Павел Аспарухов, много беше търпелив и заинтересуван. Коректен консултант.
 - ii. Отлично, професионално обслужване получих от Иглика Авджиева! Благодаря!
 - iii. Много добро обслужване. 10 Благодарим

3. What do I want them to do?

- a. Choose us instead of others
- b. Click on the link with the intention of purchasing hardware

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Choose us instead of others
 - i. What'd help them to choose them instead of others:
 - ii. Better html rich snippets
 - iii. Search result links
 - iv. Better title and description
 - v. Demonstration of hardware product just like how other competitors did it by adding a image next to it of a random laptop/product
- b. Click on the link with the intention of purchasing hardware
 - i. Special offers
 - ii. Visual image of hardware product/laptop
 - iii. Latest hardware on the market
 - iv. The best price

DRAFT

Title: Нови модели на Топ Цени | Последно Поколение
(Latest models at Top Prices | Last generation)

Description: Най-мощните последно поколение Геймърски Лаптопи на изгодна цена
(The most powerful last generation Gaming Laptops at bargain price)



(example image next to the searched result)

Product demonstration grabs peoples attention more that's why it's very important to have one

Спонсорирано

 Ardes.bg
<https://www.ardes.bg>

Нови модели на Топ цени | Голям избор и атрактивни цени

Открий перфектния **лаптоп** за твоите изисквания с гаранция за качество и безплатна доставка.

 eMAG
<https://www.emag.bg> › [laptopi](#) › [filter](#) › [vid-laptop-f78...](#)

Геймърски лаптопи - eMAG.bg

Купи онлайн Геймърски Лаптоп от eMAG.bg. ★ Избери желаната марка лаптоп за игри, а след това модел и поръчай лесно онлайн с доставка до врата.



the one im creating raw draft

everyone else

HTML Rich snippets Price range X - X, Product Availability: Available, Review Rating 4.5/5 stars (average)

