

Business Type: Computer Store

Business Objective: Get more attention and new customers.

Funnel: via search engine, Click on best search result, Create eye Catching SEO

Winners Writing Process:

1. Who am I talking to? People who want to buy laptop or computer accessories. People age from 9 to 29

Where are they now?

Searching

for Gaming laptops, Computer accessories, Laptops

b. Current Levels.

i. Pain/Desire—6/10 because they are searching for laptops or computer accessories. Their desire is high because they are searching for laptop or accessories. But maybe they just would be searching instead of buying or not having enough money to buy it.

ii. Belief in the idea of a computer online shop—2/10 because of online shops selling products. Products may be Bad. Belief in the idea of an online shop would be kind of good because of best prices and deals and vouchers etc. They might be in doubt because they will sell something different or cheap.

iii. **Trust in the company.** Almost non existent 1/10. Don't, they won't have any buyer protection or warranty so you'll be losing money if it doesn't work right. Try checking out some electronics stores like bestbuy and see if they have better deals

c. **Current State.** I thought this is the highest end laptop. I will run every possible software and game on it . Later I realized it is made for VLC players only. It still works, I just don't try to play Far Cry 5 on Ultra settings on it.

<Technical issues: If the laptop arrives with technical issues or defects, it may be more difficult to return or exchange it than if you had purchased it in a physical store.>

<Shipping delays: Depending on the retailer and shipping method, it may take several days or even weeks for the laptop to arrive.>

When purchasing a laptop online, you don't have the opportunity to physically handle the laptop before buying it, which can make it difficult to assess its build quality and user-friendliness.

Technical issues: If the laptop arrives with technical issues or defects, it may be more difficult to return or exchange it than if you had purchased it in a physical store .

<> Limited selection: Physical stores may have a limited selection of laptops, making it difficult to find the exact model you're looking for.

1. 2. Higher prices: Physical stores may charge higher prices for laptops than online retailers, due to the overhead costs of maintaining a physical storefront.
2. 3. Pressure to buy: When purchasing a laptop in a physical store, you may feel pressure from sales representatives to make a purchase, which can be stressful and overwhelming.

3.

d.Dream State.Great selection, great customer service, great prices, fast shipping on everything I have ordered. My go to place for all of my computer needs. Jacqueline recently handled a recent problem in a friendly and professional way. I highly recommend Newegg to anyone needing any of their products.<>I ordered a keyboard and mousepad from here.Very good quality.Definitely will recommend this to others.<>Product is good and i'm satisfied.<>Newegg is a trusting platform for shopping. I trust the Newegg PC store, I trust the Newegg sellers', and I love the Newegg service. I need only to communicate with the Newegg main store service before I buy anything.<>Very good communication with prompt emails and a decent shipping price. I was impressed they actually had the hardware I needed in the correct length and color.<>Very satisfied. Fast shipping and the sleeving on the fans look great. The prices were the best I've ever seen. Highly recommended.<>always have what i'm looking for. best online water cooling shop that exists.Fast delivery and great packing.Affordable.First thing is keyboard, it is very important to choose a laptop with tactile and sturdy keyboard. You should feel comfortable and confident to type on. hinge quality , this is a pivot point in the chassis of a laptop. Unless we open and close the lid by ourselves we simply can't trust the hinge quality. If the hinge works smooth without and lid bending, we can say that is a good hinge. But if the hinge behaves weirdly and we notice some unusual pressure on the lid while opening and closing then thats not an ideal choice. I personally faced this issue with my Nitro 5 laptop where a certain units of a batch have had this issue, thanks to acer they have fixed free of costSpeakers are another thing, unless we compare it with its competition, we simply dont know how loud it sounds and how clear it sounds. I have personally seen many laptops which sound decently loud but simply lack clarity.My laptop is getting quite old, but unless it kinks in five minutes or I get a brand new laptop for free from some random sweepstakes, I see no need to replacing it.<> It still works, I just don't try to play Far Cry 5 on Ultra settings on it.If you **NEED** to be on the bleeding edge (Luxury/sport vehicles) and have everything you do be snappy (Fast) and responsive, then find the most powerful and latest machine you can find and plan on replacing it every 2–3 years. I have encountered a few people over the years that do just this, but it is pretty rare. Customer reviews: Online shopping also allows you to read customer reviews of the laptop, giving you a better idea of its performance and reliability<>Online shopping makes it easy to compare prices between different retailers, allowing you to find the best deal.<> More selection: Online stores often have a wider selection of laptops than brick-and-mortar stores, so you're more likely to find the exact model you're looking for.<> Convenience: Online shopping allows you to order a laptop from the comfort of your own home, without having to travel to a physical store.<>Technical issues: If the laptop arrives with technical issues or

defects, it may be more difficult to return or exchange it than if you had purchased it in a physical store.<> However you will be able to find a better deal on tech online.

4. **What do I want them to do?**
 - a. Click on the best search result.
1. **What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?**
 - i. Shop **Newegg** today for all of your gaming, PC & technology needs. Don't miss today's best electronics deals with fast shipping & great customer service! **Or** Shop **Micro Center** for electronics, PCs, laptops, Apple products, and much more. Enjoy in-store pickup, top deals, and expert same-day tech support.
 - ii. Don't miss today electronic deals→Increasing Scarcity and urgency.
 - iii. Fast shipping and great customer service→Increasing Desire
 - iii. Top deals→Increasing Desire+Student discount deals→Increasing desire to buy product on good price
 - iv. Shop **Micro Center** for electronics, PCs, laptops, Apple products, and much more→Increasing the click rate on the search result because of more products.
 - same-day tech support→Increasing the click rate on search result.
- 2.

DRAFT:

[Micro Center - Computer & Electronics](#)

[Retailer - Shop Now](#) or [Electronics Store: Tech, PC Parts, AI PC &](#)

[More | Newegg](#)

Shop

Newegg today for all of your gaming, PC & technology needs. Don't miss today's best electronics deals with fast shipping & great customer service! electronics, PCs, laptops, Apple products, and

much more. Enjoy in-store pickup, top deals, and expert same-day tech support→Shop now which is cta.

1. OUTLINE:

Certainly! Here's a revised version of your website copy that integrates SEO best practices while addressing the strengths and weaknesses identified:

Headline:

“VTOPCO: Unbeatable Deals on Gaming Laptops, PCs, & Apple Products – Shop the Best Tech Now!”

Body Copy:

“Unlock incredible savings on gaming laptops, PCs, and Apple products at VTOPCO! Whether you're searching for top-rated electronics, essential computer accessories, or the latest in tech, we have it all. Enjoy exclusive offers, special student discounts, and fast, reliable shipping on every order.

Our dedicated customer support team is here for you with same-day tech assistance, ensuring a smooth shopping experience. Don't miss out on our unbeatable deals—shop now and get the best in tech at amazing prices. Experience the VTOPCO difference today!”

SEO Considerations:

1. **Keywords Integrated Naturally:**

- **Primary Keywords:** Gaming laptops, PCs, Apple products, tech support
- **Secondary Keywords:** Computer accessories, tech assistance, student discounts, fast shipping

2. **Call-to-Action:**

- “Shop now and get the best in tech at amazing prices” encourages immediate action.

3. **Benefits Highlighted:**

- Fast shipping, student discounts, same-day tech support, and exclusive offers are emphasized.

4. **Conciseness and Clarity:**

- The revised copy is direct, engaging, and focused on the most compelling aspects of your offer.

By focusing on these elements, this revised copy aims to improve SEO performance, engage your target audience effectively, and encourage them to take action.

Certainly! Here's a refined version of the SEO-based website copy, optimized for clarity and keyword relevance, while keeping it under 500 words:

Headline:

"VTOPCO: Unbeatable Deals on Gaming Laptops, PCs, & Apple Products – Shop the Best Tech Now!"

Body Copy:

Discover unbeatable deals on **gaming laptops**, **PCs**, and **Apple products** at VTOPCO! Our extensive range includes the latest in **electronics** and **computer accessories**, tailored to meet all your tech needs.

Why Choose VTOPCO? Exclusive Offers: Save big with our special promotions and **student discounts**. **Fast Shipping:** Enjoy quick and reliable delivery on every order. **Exceptional Support:** Benefit from our **same-day tech support** for seamless assistance. **Wide Selection:** Explore top-rated **laptops**, **PCs**, and essential **accessories** to find exactly what you need.

- **Wide Selection:** Explore top-rated **laptops**, **PCs**, and essential **accessories** to find exactly what you need.
- **Exceptional Support:** Benefit from our **same-day tech support** for seamless assistance.
- **Wide Selection:** Explore top-rated **laptops**, **PCs**, and essential **accessories** to find exactly what you need.
- **Fast Shipping:** Enjoy quick and reliable delivery on every order.
- **Exceptional Support:** Benefit from our **same-day tech support** for seamless assistance.
- **Wide Selection:** Explore top-rated **laptops**, **PCs**, and essential **accessories** to find exactly what you need.

- **Exclusive Offers:** Save big with our special promotions and **student discounts**.
- **Fast Shipping:** Enjoy quick and reliable delivery on every order.
- **Exceptional Support:** Benefit from our **same-day tech support** for seamless assistance.
- **Wide Selection:** Explore top-rated **laptops**, **PCs**, and essential **accessories** to find exactly what you need.

At VTOPCO, we are committed to providing the best in **tech products** with exceptional customer service. Whether you're upgrading your **gaming setup**, finding the perfect **laptop**, or stocking up on **computer accessories**, our team is here to help.

Shop Now and Save

Don't miss out on our latest deals! **Shop now** and experience the VTOPCO difference with top-quality products, unbeatable prices, and outstanding customer support. Whether you're a student looking for discounts or a tech enthusiast searching for the best deals, VTOPCO has you covered.

Explore VTOPCO's Unbeatable Tech Deals!

At VTOPCO, find amazing **savings** on **gaming laptops**, **PCs**, and **Apple products**. Our extensive selection features the latest **electronics** and essential **computer accessories**, tailored to your tech needs.

Why MIVRVTOPCO Stands Out:

- **Exclusive Offers:** Save more with our **special promotions** and **student discounts**.
- **Fast Shipping:** Enjoy **quick and reliable delivery** on every order.
- **Exceptional Support:** Benefit from our **same-day tech support** for any issues.
- **Wide Selection:** Discover a range of **laptops**, **PCs**, and **accessories**.

Discover unbeatable savings on gaming laptops, PCs, and Apple products at VTOPCO. Our extensive selection features the latest in electronics and essential computer accessories, all tailored to meet your tech needs.

At MIVRO, you can take advantage of exclusive offers, including special promotions and student discounts, which make our top-quality products even more affordable. We pride ourselves on providing fast shipping, ensuring that you receive your orders quickly and efficiently. Our commitment to exceptional customer service includes same-day tech support, so any issues you encounter are addressed promptly, making your shopping experience seamless.

Our collection includes the latest gaming laptops, high-performance PCs, and premium Apple products, designed to enhance your tech experience. Whether you're a gamer looking for cutting-edge hardware or a student in need of reliable gadgets, we have a wide range of options to suit your needs.

When you shop with MIVRO, you benefit from more than just great deals. Our fast shipping ensures that you get your products without delay, while our exceptional customer support team is ready to assist you with any questions or concerns you may have. We aim to make your shopping experience as smooth and satisfying as possible.

Don't miss out on our special promotions and student discounts. Shop now for great deals on gaming laptops, PCs, and Apple products. MIVRO offers high-quality tech at unbeatable prices, making it easier for you to find exactly what you need. Whether you're upgrading your gaming setup, searching for the perfect laptop, or stocking up on essential computer accessories, MIVRO has everything you need to stay ahead in tech.

Experience the MIVRO difference today. We are committed to offering top-notch products and superior customer service to ensure your complete satisfaction. Explore our collection now and take advantage of our amazing deals.