

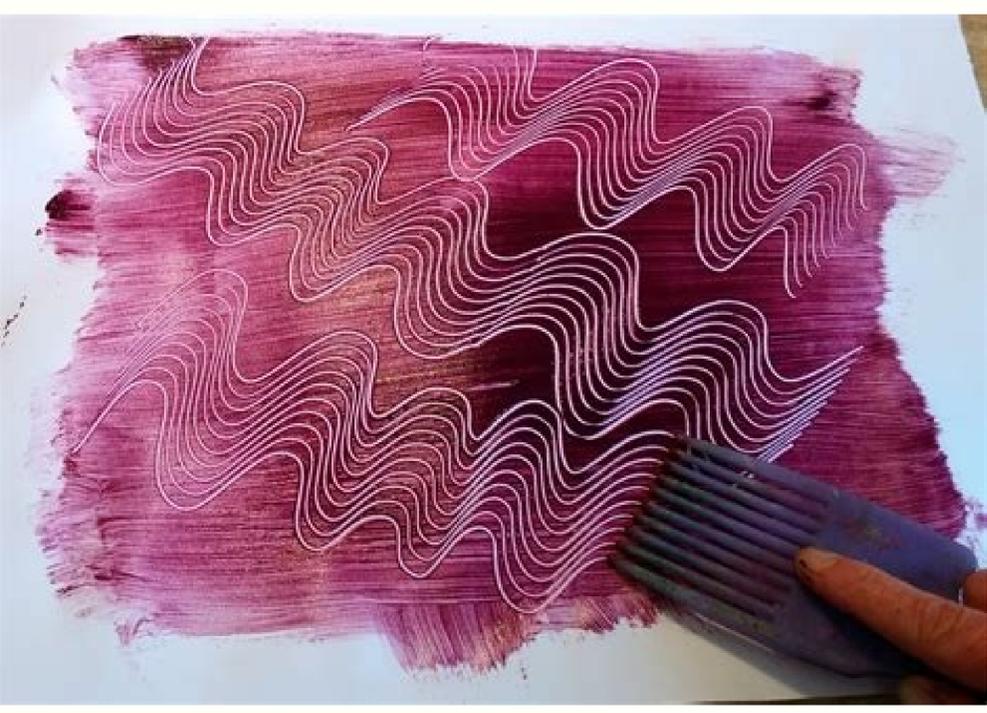
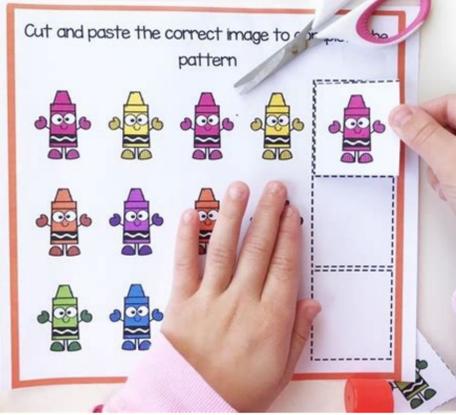
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Full Stops 1

Directions: Cut and paste the full stops to end each sentence. Colour in the picture to match the sentence.

1. I see a brown dog 
2. I see green grass 
3. I see a blue bird 
4. I see a grey rat 
5. I see a red car 
6. I see a pink bag 
7. I see a blue bed 
8. I see a blue cat 

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This site is not available in your country Writing effective paid search copy that results in conversions is unlike any other copywriting there is. It is somewhat close to writing classified ads in the sense that "every word counts," but very different in many other ways. To write a great search ad, you need to understand what makes paid search copy different than any ad you've written for other advertising tactics. While reading this article, do a search on Google, Bing or your favorite engine and look carefully at the results page. You will find that paid search ads exhibit these unique characteristics: They are competing with 10 to 20 listings, including other paid search ads and organic listings. They are sold on a per-click basis, meaning that every time a consumer clicks, you are charged. Companies bidding on the same keyword as you may be direct competitors, indirect competitors or totally unrelated (because keywords can have multiple meanings). You can see the ad copy that your competitors are using. You can see the landing page that your competitor's ads links to. You can determine how much your competitors are willing to pay for a click. You have a situation where there's a lot of competition, but it's on a level playing field in that you can craft your search copy based partly on what others are doing. If a direct competitor is advertising "free shipping," then you know your ad needs to address that offer, either by offering free shipping or something just as compelling. The core of successful paid search copywriting lies in writing copy that attracts consumers to click your ad, but also attracts those most likely to convert. You don't want zillions of expensive clicks with a low conversion rate, nor do you want a miniscule number of clicks with a high conversion rate. You do want a healthy amount of clicks with a solid conversion rate. I've coined a phrase for this seemingly at-odds conundrum: EN/DIS copywriting. You've got to ENcourage consumers to click your ad (instead of your competitor's), and at the same time DIScourage those who are not likely to convert. To illustrate, let's assume you sell luxurious and expensive men's suits that cost \$1,000 and up at a 50 percent discount. A typical ad written by an inexperienced writer might look like this: Men's Suits - 50% Off, Free Shipping Hundreds of brands, styles, sizes and colors. We fit every man so he looks great. This ad is likely to garner a lot of clicks, but since the suits are \$500 and up (after the 50 percent discount), most of those folks will not be able to afford them. Hence, a lot of wasted clicks and money down the drain. Here's how I'd write the ad: Men's Designer Luxury Imported Suits - 50% Off The richest fabrics, the hottest styles and colors, the leading brands for discerning tastes. Free shipping. I've included these words that scream "high price" in a deliberate attempt to let consumers reading the ad that these are not \$99 suits: Designer Luxury Imported Richest Hottest Leading Discerning Consumers who see these words understand that these are expensive suits. Only those who can afford them will click through. Hence, the cost of clicks will be much lower and the conversion rate much higher. Key Takeaway Whether you personally write copy or have others who do, embrace and master the art of writing copy based on the EN/DIS style. Conclusion Clicks are expensive in most categories. Competition is intense in most categories. The only real differentiator is your copy. Make it the best possible, and keep testing it constantly. Paper art is one of our favourite disciplines here at Creative Blog, with beautiful examples of paper art (opens in new tab) proving itself as perfect inspiration for hand-crafted, passionate work. It seems the bigger companies have caught on, as publishers, editors and more enlist the help of specialists to create their latest campaigns. Polish designers Kijek / Adamski (opens in new tab) are true masters when it comes to paper art. Creating a number of campaigns and advertisements, their work is instantly recognisable due to its intricacy, precision and passionate execution. Here, they've created a commercial for Western Australia's Curtin University. Teaming all aspects of the University's attitudes and offerings into a bold and beautiful animation is what Kijek / Adamski do best. Throwing stop-motion into the mix only makes it all the more impressive. What commercials have inspired you lately? Let us know in the comments box below! Thank you for reading 5 articles this month* Join now for unlimited access Enjoy your first month for just £1 / \$1 / €1 *Read 5 free articles per month without a subscription Join now for unlimited access Try first month for just £1 / \$1 / €1 Copy and paste are among the most common — and overlooked — commands found in any operating system, whether it be Windows or MacOS. The function is used to move text in an instant. Still, not everyone knows how to use these features. Thankfully, there are several easy methods for doing so using either your mouse, trackpad, or other peripherals. Here's the rundown on copy and paste. How to copy and paste in Windows 10 using the mouse Although Windows PCs have a unifying theme for copy and paste functionality, there are a few different ways to do it. Depending on the software, you can use the mouse, the keyboard, the menu bar — or a combination of all three — to get the job done. While you can make an argument that some methods are faster than others, the one you choose will mostly come down to personal preference, so we'll break down each one in turn, and you can then pick which is right for you. Quick tips Right-clicking a selected item will usually bring up a menu with the option to Copy. Right-clicking a space will usually bring up a menu with the option to Paste. The keyboard command for copy is Ctrl + C, and the keyboard command for paste is Ctrl + V. Step 1: Properly selecting the content you wish to reproduce is the first step when copying and pasting. If you're looking to copy an image, right-click it and select Copy Image to save a duplicate to the clipboard. Then, skip to step 3. For text, left-click and drag your mouse cursor over the portion of the document or browser window you wish to highlight. For folders and other items, right-click the item once or left-click and drag a selection box around multiple files. If you want to bring the keyboard in, you can hold Ctrl, click multiple files or click the first item in a list while holding Shift, and then click the final item you want to copy. Step 2: Once the content you wish to copy is highlighted, right-click while hovering over any portion of the chosen content and select Copy from the resulting drop-down menu. Step 3: Once you've copied your chosen image, text, or file, place your cursor in the location you wish to copy it to. Then right-click, and select Paste from the resulting drop-down menu. How to copy and paste in Windows 10 using the keyboard The second method for Windows 10 involves using keyboard commands. Here's the step-by-step process. Step 1: To highlight text with a keyboard, use the Arrow keys to navigate your blinking cursor to the sentence or paragraph you wish to copy, and press the Shift key. Continue to move the cursor over the text you want to duplicate, and a selection box — usually blue — will appear around it. Stop when you have highlighted everything you want. For files and folders, you can use the Tab key to move between sections of the folder you're currently in. When a folder is highlighted, hold down the Shift key and use the Arrow keys to cover all the ones you wish to copy. Images are a little more difficult but use the same principle as above. Using a combination of the Tab and Arrow keys, navigate to the image you wish to select. Press and hold the Shift key, and move your selection over it to highlight it. Step 2: Once your file, text, or image is highlighted, hold down the Ctrl key and press the C key to copy it. Though the keyboard command for copying is relatively universal, some software-specific macro commands or shortcuts may interfere with the Windows native keyboard commands. If in doubt regarding the proper key combination, look up the command functions directly within the application's help menu or with a web search. Step 3: Once the content you want is copied, navigate to where you want to put it, and hold down the Ctrl key once again. This time, though, press the V key. Your image, text, or folder should now be pasted right where you want it. How to copy and paste in Windows 10 using the menu bar The third option is to use the menu bar. Step 1: Many applications have their own menu system to enable copy and pasting, but highlighting what you want to copy will require you to use the mouse or keyboard. Use the methods described above for highlighting what you wish to copy. Step 2: Once you've highlighted your chosen content, look to the top menu bar in your application or folder, and click the Edit or Home button menu. Step 3: Select Copy from the resulting drop-down menu. Step 4: If you can't spot that particular command, look for the classic overlaid paper symbol used in many applications to denote the copy function. Step 5: Once you've copied what you want to duplicate, head to that same drop-down menu and select Paste. How to copy and paste in MacOS using the mouse Although Windows and MacOS are different operating systems, they perform copying and pasting similarly. That means it's just as easy, whether you're using the mouse, keyboard, or in-app menus. Quick tips Command + C will copy a highlighted item. Command + V will paste a copied item. Step 1: If you're looking to copy text with your Apple mouse — Magic or not — click and drag the cursor over the portion of the document or webpage you wish to highlight. For files and folders, click the item once. Alternatively, click and drag a selection box around multiple files. To highlight an image easily, you'll need to bring the keyboard in to play, too. Hold the Control key, click on the image, and select Copy Image to duplicate and save it to your clipboard. Then, skip to step 3. Step 2: Once you've highlighted what you want to copy, right-click while hovering over any portion of the chosen content, and select Copy from the resulting drop-down menu. Step 3: Once everything you want is copied, place your cursor in the location you wish to paste the content, hold Control and click, then select Paste from the resulting drop-down menu. How to copy and paste in MacOS using the keyboard No mouse? No worries. You can use a keyboard, too. Step 1: Although it's a little more limited on MacOS than Windows, you can use the Tab key to jump between text boxes for keyboard selection. When you've made it to the section you wish to highlight, hold the Shift key and use the Arrow keys to highlight the text you want to copy. Alternatively, use the mouse to put the pointer where you want it, and then use the above method. Files and folders can be selected in much the same way. For images, using the mouse is going to be your best bet for highlighting. Step 2: Once everything is selected, hold down the Command key and press C to copy. Though that particular shortcut is fairly universal, some program-specific macro commands or shortcuts may interfere with the MacOS native keyboard commands. If in doubt regarding the proper key combination, look up the command functions directly within the application's help menu or through a web search. Step 3: Once everything you want is copied, place your cursor in the location you wish to paste the content, hold down the Command key, and press the V key to paste it in. How to copy and paste in MacOS using the menu bar Finally, you can use the menu bar to copy and paste in MacOS. Here's how. Step 1: Highlighting is not something most applications do by themselves, so your best bet is to highlight the text, image, files, or folders using one of the methods mentioned above. Step 2: After you've highlighted the data you want to copy, whether it's an image, text, or both, navigate to the Gear icon or Edit menu. Step 3: Select Copy from the resulting drop-down menu. You may find this process varies slightly from application to application, but it will be the same in most cases. Step 4: Copy your selected data to the clipboard and then, click on the file or location where you'll paste your copied information. Step 5: Click on the Gear icon if you're using Mac OS or the Edit menu if you're using Windows. Step 6: You will then see a drop-down list of options from which you will select Paste to add what you have copied to your file. You will save a lot of time and stress when you realize that copying and pasting eliminate the need for manually typing out quotes or waiting for a picture or textbox to download so that you can use it. While browser extensions can help you copy and paste material, knowing how to do it yourself is essential for productivity. By following these easy guidelines, you will be able to copy and paste any written or visual content to whichever program you choose. Editors' Recommendations

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