

Top ten web copywriting tips

- 1. Define your online objectives**
The right words in the right place will help you achieve your marketing and sales objectives.
- 2. Put yourself in your customer's shoes**
Anticipate their needs and their next move. Flag it up and make it easy for them.
- 3. Integrate design and copy**
Good teamwork makes for a really hard-working site.
- 4. Use eye-catching headers, short paragraphs and bulleted lists**
Readers are unlikely to read an entire page, so signpost well. Lists and bullet points will help readers to scan and digest information.
- 5. Highlight benefits upfront and provide clear calls to action**
This goes for any marketing copy, but it's even more important online.
- 6. Speak your customer's language**
Use a relaxed, conversational tone and avoid corporate jargon.
- 7. Don't use a big word, when a small one will do**
Keep it simple. Direct, everyday language is easier to read online.
- 8. Convey trust**
Without a friendly smile or shop front to represent you, you need content that wins a reader's trust.
- 9. Optimise your site with well-written SEO copy**
To be found online, optimise your site for search engines. But badly written, ill-informed SEO copy is a real turn-off. For best results, team-up a good copywriter with an SEO specialist.
- 10. Be informative, engaging and persuasive**
To turn browsers into buyers, all of your online information should be informative and engaging. If you don't have time to get it right, or writing isn't your strength, a copywriter can help!

If you need help to write your marketing or communications, I can provide a no-obligation quote.

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