



WEB



SEO



APPS



SOCIAL



DESIGN

Website Copywriting Guide Sheet

If you've decided to write the copy for your company website, follow this checklist of things to think about to create effective content.

Before you begin writing

- What is the objective of the page? What's it for?
- Which audience is this page targeting? Who is the customer?
- What is your USP (unique selling point)? What do you offer that your competitors don't and why should customers choose you?
- Are you answering questions that people may ask? Are you identifying their needs and requirements?
- For the services you're covering, what are the messages you want to communicate? What are the benefits for customers if they choose you? Are you providing solutions?
- What keywords and phrases do you need to include for SEO, i.e. what would people type into Google to find the information you want to share with them?

Elements for each web page

Title or headline

Grab the reader's attention, draw them into the copy, and include the primary keyword/phrase, if possible.

First paragraph

In a few, short sentences, what is the ONE thing you want the reader to understand after they've read this copy? Summarize the benefits to follow on the rest of the page and end with the call-to-action. Don't be too formal and write in a conversational tone. Imagine you are talking directly to your reader, jot down exactly what you would say and then polish it until it is clear and to the point. Avoid jargon and imagine you are explaining your services to a layman.

Supporting copy

The rest of the copy in the page should clearly and succinctly summarise the main benefits you want your reader to come away with. Divide sections with bolded subheadings, and use bullet points, if possible, to make the copy easy for readers to scan through. Don't waffle. Be clear and to-the-point and remember that your website will be viewed on mobile devices and reams and reams of text are off-putting for visitors.

Clear call to action

This copy should appear in bold and be strongly highlighted in the design. Be direct and tell readers *exactly* what action you want them to take after reading this page. Do you want them to call? Email? Order now? Request demo?

Check the following when reviewing your copy:

- Is the page content 300 to 500 words?
- Does the headline grab the reader's attention and invite them to read on?
- Is this piece of content relevant to your target audience/persona? Does it address at least one of their problems and provoke them to take the next step (call-to-action)?
- Have you used short sentences and paragraphs and broken up paragraphs with subheadings?
- Have you clearly stated your unique selling point?
- Are you avoiding using a lot of industry jargon?
- Is the content conversational? Are you addressing the reader as "you"?
- Is the piece free of typos and grammatical errors?
- Is there a clear call to action?

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