



Engage Your Readers

Ultimate Guide to Writing Web Copy

Ultimate Guide to Writing Web Copy

People will enjoy the cool features and a clean design of your website, but that isn't why they come. It is the content that brings them to your site, helps them find what they are looking for.

The average person spends a few seconds on a website. So, you only have a few precious seconds to deliver what they need.

If your website doesn't present information that is easy to find, consume, and comprehend they aren't going to stick around.

This guide will give you tips and tricks for writing web copy that helps you get found on Google, makes your landing pages easy to read, and gives your visitors exactly what they need along

LET'S GET STARTED

Writing for People & Search Engines

Before we get started, let's talk about robots.

Your web copy is written for the people who come to your website looking for answers. In addition to the human visitors, you have another kind of reader: search engines.

Google and its complex algorithm crawls through your website on a regular basis, indexing your content. Based on its findings, decides when, where, and how you show up when people search for related keywords.

Robots don't read for meaning or the quality of your writing. Instead they look for specific words, total word count, headlines and links to other related information.

The search robots are as important as the human beings coming to your website. Pleasing both audiences requires striking a balance between the needs of each.

Give Each Page a Purpose

No matter where in the buying process they are or what level their curiosity is, every person coming to your website has a question.

The question may be as simple as “what do you do?” or it could be more personal to the reader, such as “why should I use your product or service?”

The purpose of every landing page on your website should be to answer whatever question someone coming to your website may be asking. Identify the question each landing page on your website is meant to address and make sure that question that is being answered in the web copy.

Your Turn

Identify your top five landing pages and write down what question each page is answering.

Find the Word Count Sweet Spot

The quantity, not just quality, of words you use on your landing pages is an important consideration when writing web copy.

Too many words on a page and you'll intimidate visitors with a giant wall of text. Too few words and you are sending a signal that there really isn't any information on the page.

So, what's the word count sweet spot? When writing web copy, aim for a word count of 600 to 1,000 words on each page.

This range will keep your landing pages to a length that is relatively easy to read and digest for human readers while assuring search engines that there is relevant and quality information on the page.

TRICKS TO INCREASE WORD COUNT

- Mention a geographic location
- Provide examples of how the service is used
- Add relevant page links
- Incorporate adjectives and synonyms of keywords.

Your Turn

Try increase the word count of this copy, turning it from one paragraph to two or more. Use some of the tips listed on this page.

“(Your name here) has provided service to our customers for many years with a range of products.”

Your Readers are 8th Graders

This may come as a surprise, but the average internet user possesses an 8th grade reading level. This means web copy that is full of highly technical language or industry jargon is going to go over the heads of most readers.

Even if your primary audience is technically minded, highly educated, or familiar with your product already, a heavy reliance on industry or technical jargon, and long ponderous sentences will slow your reader down.

Your Turn

Explain what your business does as if you were talking to an 8th grader. This will help you get an idea of the words and phrases you'll want to use when writing or updating your web copy.

Don't Overstuff Your Copy

Sprinkling your keywords, throughout the page will help search engines index your page and drive readers to your site. But there is a limit.

Cramming your keywords into every other line, may seem like a great way to boost both overall word and keyword count, makes your copy read unnaturally and unpleasantly..

Meanwhile, search engines have been trained to see right past this cheap strategy and will negatively impact your search position because of it.

While there isn't an exact science on the ratio of keywords per page, try using your desired keyword word once every 100 words. Try synonyms to make the content feel less repetitive.

Your Turn

Take a look at some of your pages and count the number of times a key word is used. Try rewriting the copy with synonyms and alternative phrases.

Don't Bury the Lede

People want immediate information when they arrive at your landing page. As you write your copy, lead with the most important and relevant information. Focus on what someone needs to take the next step in your sales process.

Insert a strong call to action about 1/3 of the way down to visually break the page, and move the most interested prospects off the page and on to the next step.

After the break add more content. Most people won't find that content, but search engines will. The additional information increases your word count and the overall authority of the page.

This format gives the user answers to their question and then immediately presents them with an opportunity to contact you for more.

If they are still curious or you haven't answered 100% of their questions, they can continue down the page to learn more.

Your Turn

Choose the most important landing page on your website. Create an outline of that page and figure out exactly where the "point" of the page is. Then, write a new introduction paragraph for the page leading with the most relevant and important information.

Keep Mobile in Mind

Roughly 60% of INTERNET searches are done on mobile devices. To make viewing your content on mobile a pleasant experience keep the small screen in mind.

Break up your copy using short paragraphs with headlines containing relevant keywords. This makes the content easy for humans to scan as they scroll down the page in search of a specific answer to their question.

At the same time, the headlines send cues to search engines about the most important information on the page.

Your Turn

Use your phone to view your website. Is it easy to scan, read and locate important information quickly? If not, divide your long paragraphs and add more sub headlines to the page.

Getting Started

Now that you've got some know-how on what good web copy looks like, it is time to get writing. Here are a few helpful tips to keep in mind during the writing process.

1 Plan your keywords:

Before you begin writing, identify at least five keywords or phrases to use at the core of your content.

2 Involve subject matter experts:

Often the people who know the product best are not the best writers and the writers don't know the product well enough to answer the questions completely.

The best copy is often a collaborative effort which will result in detailed, relevant and key word rich answers to the important questions prospective customers have about your product or service.

3 Use existing resources:

Web copy doesn't have to start from scratch. Turn to existing marketing materials to help lay the foundation of your web copy.

4 Multiple reviews:

Once your copy is written, don't rush to publish it.. Ask several people to review the content. Ideally, ask someone who isn't as intimately familiar with the subject matter. This will help catch any odd grammatical or spelling errors, and ensure your copy reads well in the eyes of an average reader.

5 Use an SEO tool:

WordPress has many SEO tools such as Yoast and Rank Math offering additional guidance and suggestions to optimize your web copy.

Looking for more web design and content tips?
Join the Digital Toolbox Club today!