

How to Write Effective Web Copy

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Why Is Good Website Copy So Important?

Just because your website looks good, it doesn't mean it's written to convert. Have you ever seen a website filled with glaring typos or copy that doesn't explain anything about the business? A good website can and should:

- **Attract More Visitors.** Get your business found by more people by improving rankings on search engines.
- **Get More Leads.** Having the right copy can convince more people to buy/use your products or services.
- **Build Your Reputation.** Showcase your brand's story and build your business's reputation.
- **Tell Your Story.**

[Investing in good website copy](#) can help you make a profit in the long run, but it needs to be done right. In fact, your website copy should drive your web design, not the other way around. Here's how.

Before You Start Writing

Ask the Right Questions

Collect everything you need to know about the business you're writing for. Know the who, what, when, where, why, and how. Conduct an interview with someone in your business who is customer-facing to get an idea of what people want in your product, what they don't want, and how you can sell your product to your target audience.

Remember: Focus on compiling **everything** you need to know that would convince the right person to buy your product.

Answer questions like:

- What's the story behind your brand?
- Why did you start your business?
- What's your business's mission?
- Do you have a tagline? What is it?
- What words or phrases do you use to describe your business?
- What problem are you trying to solve for your customers with your business?
- What makes your business different from your competitors? What's your Unique Selling Proposition (USP)?
- What products/services do you offer?
- What are the specifications of your product **and how do those specifications benefit your customers?**

- Who do you WANT to target with your products/services?
- What is your business's voice? Are you more formal or casual? Serious or humorous?

These questions should guide **all of your website copy**, not just one page. Find common themes your pages should have. Your website copy must be cohesive, so it doesn't confuse someone into thinking they accidentally went to the wrong place with a jarring change.

This interview can help guide more than your website copy. It can guide your voice and branding on social media and print too. The stronger the brand, the easier it will be for people to recognize and remember your business.

Build Personas

Who are you trying to provide your services to? Personas help you visualize who you're writing to and write copy that is written directly to your target audience. Knowing who you're writing to can help you address their pain points and prove they need your products or services. When [building your persona](#), start from the basics and dive deeper and deeper:

- How old are they?
- What is their gender?
- What is their ethnicity?
- What is their education level?
- What are their interests?
- Why would they be interested in your product?
- What questions would they have about your company?
- What problems would they have that your company could solve?
- What are some pain points your company addresses?
- What are some pain points your company **doesn't** address?
- How would they get to your website?
- Would they use your desktop site or your mobile site?

There are a number of ways to build personas. You can choose to create a general idea of who you're trying to target, or you can focus on building out a few [hyper-specific personas or characters](#).

Don't just assume who your target audience is. Collect data on previous and current customers.

Conduct Surveys

Get an idea of what your customers like and dislike about your current products. You can use [SurveyMonkey's template](#) as a start. However, you can and should create a survey that is customized for your business. Some tips you can use to build your survey:

- **Use a variety of closed and open-ended questions.** Ideally, use closed questions when you're trying to get quantifiable data and open-ended for qualitative data.
- **Keep it short and simple.** People don't want to spend more than a few minutes filling out a survey. The longer it is, the less likely people will actually finish the survey.

Ask for Reviews

While [Google frowns upon offering an incentive](#) for positive reviews, you should still be asking for reviews from your customers. As long as you're not offering anything for a review, it's completely okay to ask!

Not only do reviews help differentiate you from your competition ([86% of consumers read reviews for local businesses](#)), they're also a great source of **free feedback** from your customers. They let you know:

- Your business's strengths and weaknesses
- What features or products customers wish you offered
- Potential problems in your business's organization
- Questions people might have about your services or products

Negative reviews actually benefit your business. If you're consistently seeing negative reviews, that's a sign you should do something about it!

Peruse Forums

Did you know forums are a great insight into your audience, even if you're not actively participating in the conversation? Look at forums that are related to topics your business is related to. If you're a plumber, look for home improvement or DIY forums.

Is there jargon people in your industry use? Talking like your audience can give you an immediate in, as your target audience will recognize that you're talking directly to them.

While there are a number of forums that are industry-related, [reddit](#) and [quora](#) are two great places to start.

Keyword Research

If no one's looking for your type of product, you're not going to get found online. With a little bit of research, you should be able to answer:

- What do people call your product when they're looking for it?
- Is there a demand for your product?
- How many people search for a product or service like yours?
- Are there specific terms that you should be using to describe your business but aren't currently?

- What questions are people asking about your product before they're willing to make the purchase?

You can use tools like [Google Adword Planner](#) or [Moz's Keyword Explorer](#) to start getting a general idea of keywords and search volume.

Organizing Your Webpages

Writing for websites is **much different** than writing for news articles, magazines, or other forms of writing. There are a lot of things you should and shouldn't do in order to make it effective.

| Do | Don't |
|---|--|
| Use a voice that represents your business to give a cohesive experience for customers from start to finish. | Talk above or below your customers. |
| Use headers and lists | Write big blocks of text without any formatting |
| Be specific and use numbers when possible | Make generalizations or make up data |
| State how your product benefits the customer | List features without explaining how they address a customer's pain points |
| Use keywords and phrases naturally throughout your writing | Stuff your copy with the same keywords over and over again in an unnatural way |
| Create a clear call to action that tells your audience exactly what to do if they're interested in your product | Forget to lead customers further into your site or move forward with the sale |
| Use internal links to help people find what they're looking for on your site | Rely on your main navigation bar to get people where they want to go |

Home Page

Your home page represents your business as a whole. People who land there should be able to learn more about you and why they should choose you over a competitor. It's important to keep the content short and deliberate, with strong headlines designed to help someone take action.

- Use a strong headline/tagline/USP **above the fold**. People should know who you are without having to scroll.
- Use powerful images that resonate with your audience. If you have the choice, use photos you've taken, not stock photos.

- Don't go heavy on the text. No one will read large blocks of text, no matter how interesting your story is.
- Use links and buttons to guide readers to the places they should go next. Choose the most important pages, such as a specific service page or contact page and make it obvious on the page.

Get inspired with Hubspot's [23 of the Best Website Homepage Design Examples](#).

Service Pages

[Hubspot](#) created a helpful resource you can use to organize almost any conversion-oriented page, whether it's asking people to use your services or buy a product. Here's an easy way to build your page's organization.

1. Write a Compelling Headline That Addresses a Pain Point

The headline is designed to keep someone reading. Someone should be able to recognize whether or not your service applies to them from sentence one. If you're showing how your business solves their problem from the start, you should be able to convince someone to continue reading.

2. Show How Your Product Fixes Those Pain Points

Explain how each feature of your product or service was designed for your audience. Don't assume they'll make the connection.

3. Empathize With Your Audience's Pain Points

Prove that your business cares and designed a product with people in mind, not just to make money.

4. Prove To Your Customers That Your Services Are High Quality

Don't assume that potential customers will believe every statement you make about your product or services. Use reviews, testimonials, and case studies to prove your arguments.

5. Finish With a Call to Action

One of the biggest mistakes you can make is creating a service page without telling people how to buy your service. Imagine convincing someone they need their services, but not giving them a way to buy what you convinced them they needed.

Location Pages

Don't forget to write a custom location page for each of your locations! Why? Because location-relevant content proves to your audience and Google that your business is where you

say you are. Plus, it gives you the opportunity to highlight what makes each location different (even if each location is supposed to be the same).

Location pages are like mini home pages for each of your locations. Some things to consider including on the location page are:

- **Name, address, and phone number.** Put the information people need to contact your business right at the top. Make it as easy as possible for people to take action.
- **Describe your building.** While this doesn't sound super important, it can be a huge selling point for some of your audience. If your property is an important part of the customer experience, flaunt it.
- **What businesses are nearby that are convenient?** How do you get there? Nothing is more frustrating than getting lost while trying to find a new place. Make it as easy as possible to get your customers to your location.
- **The name of the city your business is actually in.** In the past, many businesses were putting a bigger city they weren't actually in. However, Google has been focusing more and more on actual location, so make sure you're marketing your business in the city you're actually located in.
- **A brief description of services offered.** Are there slight variations in services offered at each location? The location page is a great place to make it clear what people should expect from going to that specific location.

Contact Us Page

Businesses are notorious for just putting a form and phone number on the contact us form. While you don't need paragraphs and paragraphs of content, there should be more than a basic page with no context. The contact us page should include:

- A compelling CTA headline
- Why someone should contact you
- What will happen after they contact you

Have a form on your contact us page? Using a button that says "Submit" is a thing of the past. Instead, use the button to better describe what will happen. "Give Me Info," "Request Estimate" or "Get Started" are all stronger button CTAs.

Thank You Page

Don't forget to customize the thank you page. Just because people have converted on the site, you shouldn't stop trying to provide value to your audience. Once someone fills out a form on your site, you should create a custom thank-you page that addresses what someone should expect from you and provides additional resources of where someone can go next to learn more about your business.

After Publishing Your Copy

Is your copy working? Is something not working? Take the time to analyze the results of your web copy. There are a number of tools you can use to get an idea of how well your site copy is working for your business.

- Use Google Analytics. If you have an analytics code installed on your site (you should), there are a few places you can look to see if your site copy is effective.
 - Reverse goal path
 - Site traffic
 - Time on page
 - Bounce rate
- Use Google Search Console. Google Search Console when tied with Google Analytics can give you quite a bit of insight on how well your site is ranking. Not only can you see the queries that your site is showing up for on a Google search, you can also see the average ranking.
- Compare to your old copy (if possible) with year over year data. Do you see an increase in site traffic? Are you getting more leads? While it can be hard to attribute more success to just one change, more leads or site traffic is a good sign you're going in the right direction.
- A/B test. Change **one thing**, such as the image or headline and compare data. Do you see a higher conversion rate?
- Use a tool like [hotjar](#) to see how people interact with your site.

You Can Do It

Remember, effective web copy isn't just about writing; it's about understanding your audience, communicating clearly, and taking action. By following the tips outlined in this guide, you can create website copy that engages visitors, drives conversions, and helps you achieve your business goals.