

Writing a good web copy



Anyone can write a few paragraphs to describe who they are, what they have to offer and what is so special about it. But will be enough to get the message through to the intended customer? Will it describe the product or service well enough? Will it be too long, that it will bore the reader? These are a few things that are not considered often when writing for the web. So how should you write a good web copy?

The Do's

- Keep it simple and straightforward
- Point out the main features
- Describe the benefits
- Clearly separate topics: use subheadings and break it down
- Use bullet points
- Take a break once in a while

The Don'ts

- Use technical words if it's the normal visitor you are aiming for
- Write too creatively, it will sound like a poem
- Forget that its the customer who would be the one reading your copy
- Write long sentences or paragraphs

Clarity: Make your idea clear to the reader

Your thoughts are running fast in your mind. You want to say so much in the copy, but you've got a problem: limited space. So think over what words you want to use to describe what you have to offer. Write simple and straightforward sentences to you get your message through.

SEO: Search Engine Optimization

There are so many websites on the internet that may offer similar products or services. So how do you get your site to stand out from the rest and get listed higher up on search engines like Google?

Select the best and most important words that describe the product, the 'keywords'. Use them often, but not too much on your copy. Google will find these words and identify what your site is about.

Finally: Does it get the message across to your identified audience? Review what you've written. Take a break, have a coffee, or just walk around and come back to your copy. Review once more.

Writing a copy takes time. Spend time understanding what is needed, write it and review it.

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