

# How to write amazing web copy?

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Answer these 6 important questions on your website, so visitors will know what you do and why they should choose you. [https://www.wix.com/wix-lp/amazing-text?experiment\\_id=button\\_cta\\_1\\_resp&utm\\_campaign=em\\_blast\\_marketing\\_educational\\_writing-content\\_23102018\\_en&utm\\_source=email\\_mkt](https://www.wix.com/wix-lp/amazing-text?experiment_id=button_cta_1_resp&utm_campaign=em_blast_marketing_educational_writing-content_23102018_en&utm_source=email_mkt)

### 1. What do you offer?

Explain very clearly what you do. It sounds obvious, but it's easy to forget! You don't need to list everything you offer right up front. A simple sentence will do, for example...

*"Web design and marketing support in Worcester."*

### 2. Who is it for?

Think about who needs your product, service or skills the most. Is it for everyone or just a specific group of people? Let them know they're a good fit, try filling in the blanks below...

*"Whether you're \_\_\_\_\_ or \_\_\_\_\_ we've got something for you."*

*Whether you sell products or services we've got something for you.*

### 3. Why do they need it?

Think about a problem you're solving - it can be big or small. List both the practical and emotional benefits you offer, for example,

*"Attention grabbing websites that engage your ideal customers to deliver the enquiries your business needs to succeed."*

Your website should sound like you, so write as you speak. You can always tighten up the text later.

#### **4. What's your story?**

Everyone loves a good story. Tell visitors a little about yourself, how you got started and what you're passionate about.

This will give visitors a reason to believe in you.

*This can either be a short paragraph on the homepage or if relevant a more detailed staff biography or even a video of you telling your story.*

#### **5. Why should they trust you?**

Show that you're trustworthy. Build credibility by displaying customer reviews, achievements, or some of the clients you've worked with. Make sure you're using real reviews - and don't be afraid to display a few different opinions.

*Case studies can work really well here!*

#### **6. What's next?**

Make it exciting to act! Now that you've told your customers everything they need to know, what do you want them to do next?

*Include a button to make a purchase, book an appointment, subscribe to your mailing list or view your portfolio, but make sure your calls to action really appeal to them.*