

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

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.