

Your website copy should always be aimed at your target audience – keep this in mind when writing and don't forget who they are and what they want to hear – Your key messages should highlight to them how your product or service can meet these needs!

The purpose behind your copy should be clear – what action do you want the reader to take? Help them by mapping a clear path from your copy to the action required.

Finally – Don't let anything detract from your key message – keep it clear and simple!

Get to the point – quickly

Ensure your key message is the first thing your reader reads. Do not bury your key messages in vast amounts of irrelevant copy. Bold where appropriate but do not over-use bolding as this can look spammy!

Keep it short & simple

Language and sentence structure should be as short and simple as possible and where appropriate use bullet points. Avoid any technical jargon and slang and aim to build a trust with your reader by sounding professional and knowledgeable on your subject.

Break up copy

Write in bite-sized chunks. Avoid using long, over-elaborate sentences and paragraphs. Break up your text using sub-headings, lists, bullets or tables. It is crucial to include visual breaks wherever possible to ensure you reader can skim read your content but still locate your key messages.

Highlight benefits not features

Highlight to your reader the benefits of using your product or service. Excessive copy on features can be uninteresting to your reader – show them the solution to their problem – benefits, benefits, benefits!

Link effectively

Linking can be effective where it enhances your message or helps your reader to find out more information that will help them – remember – it must benefit the reader! Help readers take action by linking to appropriate pages e.g. sign-up page or further information request. A Link should always tell a reader where they are going.

'Calls to action'

Always include a 'call to action' – there is no point having a well structured site with well written copy if it is not effective! Tell the reader what you want them to do next

In summary....

Your website is a tool from which your reader will acquire information on your products and services. It is therefore imperative that it is structured correctly and well written to ensure your reader can:

- Find what they need
- Understand what they find
- Take the appropriate action
- Do all of the above as quickly as possible

REMEMBER – KEEP IT SHORT AND SIMPLE!