50 Powerful Tips

ON COPYWRITING FOR THE WEB

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Increase Sales Conversions Using These Web Copywriting Tips.

People who know anything about marketing and promotions know that you need good copy to attract and hold the attention of potential customers. It is not different when it comes to the copy that you place on your web site. Without coherent and informative text, your site will soon die, no matter how good your product happens to be.

Here are some tactics you can use to make your web copy be all it can be:

1. Keep the copy on your home page simple. Write your copy as if the individual coming to your site knows absolutely nothing about the subject matter, and wants to learn.

2. Make the copy scannable. Using short paragraphs, bulleted lists, and other visual devices will make the text seem less daunting.

3. Keep it upbeat. Use your space to point out what is right with your product, not what is wrong with everybody else's.

4. Use different fonts. Going with one font for the titles and headers, while using a different one for the text, helps to break up the monotony and keep interest levels higher.

5. Use different colors. Just remember to use a color that makes the text stand out from the background, and is perfectly legible. Yellow text on a white background doesn't make things easy for the reader.

6. Don't go overboard with fonts and colors. If you think there is too much of either on a given page, you're probably right.

7. Put some thought into your headlines. Keep them short, but interesting. People are more likely to read what follows.

8. Use keywords in your headlines. This will help with the page ranking as much as the words in the body of your copy.

9. Ask a question in your headline. Questions invite people to engage with the text, rather than simply read it.

10. Stay away from all capital letters in your headline. It rarely looks good and sometimes looks contrived.

11. Forget extra characters in your headline. They add nothing to it and will likely obscure the words, something you don't want to happen.

12. Don't include hot links in the headlines. You'll get more mileage if you keep the links in the body of the copy.

13. Revise the headline slightly now and then. It can help old copy attract new attention.

14. Keep the font size of the headline in proportion with the rest of the page. You lose valuable space when it is too big, and it is lost on the page when it is too small.

15. Add an image to enhance the look of your text. Just make sure it is relevant; not any pretty picture will do.

16. Start paragraphs with a verb. This implies action, which can draw people into what you are trying to convey.

17. Ask questions throughout the text. They make people think and motivate them to keep reading.

18. Keep questions that can be answered with a simple "yes" or "no" to a minimum. Those wrap things up to easily and don't entice the reader to continue.

19. Spell things correctly. Nothing kills good copy like a bunch of spelling errors.

20. Go with proper grammar. You'll come off looking like an authority on the subject matter.

21. Avoid big words when and as possible. Try to shoot for sentences composed with words people use every day; it will make the copy more accessible to your audience.

22. Focus on benefits of your product. People need to know how it will make life easier for them.

23. Include simple data on the features. A bulleted list of features, followed with a short paragraph or two on the two main features should be enough.

24. Try writing copy with an outline. It can help you stay on track and avoid rambling.

25. With product descriptions, keep them short and simple. People are more likely to read the entire description.

26. Load the product descriptions with the relevant info on the product.

27. Add a link to each product description that will take the reader to other copy that goes into more detail. People who are really hooked are likely to follow.

28. Always go for closure with your copy. Invite the client to purchase now rather than later.

29. Set reasonable pricing. If what you charge is out of line with similar products, you won't get much in the way of sales.

30. Compare your prices with similar products. This will help keep you competitive.

31. Consider installing a translator for your copy. It will open up new markets for the product.

32. Never publish copy after your first draft. Set it aside and go back the next day for a second look. Chances are you will see things that were not obvious at first, and you can correct or improve them.

33. Ask a friend to read your copy. A different set of eyes may spot things you don't see.

34. Optimize your content. Use online tools to find relevant keywords that people are using for Internet searches and work them into your text. Avoid using the same phrase or keyword too often, as that can actually hurt your ranking.

35. Once your content is live, find places to bookmark your site. Include a small sample of the text to intrigue readers to click over and take a better look.

36. Consider offering volume discounts on your product, if appropriate. Everybody likes a bargain.

37. Make sure the copy flows from one page to the next. Ideally, the reader should be able to see a logical progression as he or she keeps reading the pages. Include hot links just below the text on one page to take the reader to the next one.

38. Run your text through a plagiarism tool. This will help you determine if there are phrases and other parts of the text that are too much like the text on some other web page. Too much duplication will result in lower ranking.

39. Add to your copy regularly. It will keep your site fresh and also give search engines another reason to take a second look.

40. Allow visitors to leave comments or submit them privately. You may get some inspiration for new copy, or get feedback that helps you make some existing copy a little more user friendly.

41. Start every article with a thesis statement. Remember those? It helps tell the reader up front what you are going to talk about. As a way to motivate people to keep reading, this is a great tool.

42. Limit your paragraphs to three to five sentences. Longer paragraphs are visually tiring and may discourage readers.

43. Focus on one benefit or relevant fact per paragraph. Cramming too much in too little space will overwhelm readers and cause them to move on before they finish.

44. Always write a summation. A good summation reinforces the more important points in the mind of the reader.

45. Avoid awkward phrases. If it doesn't look right, even if your grammar tool passes it, change the wording a bit.

46. Read your text aloud. Articulating the text will often point out little defects that would not come to light otherwise.

47. Write more than you need, then pare it down to a word count that is right for your purposes. It is much easier to edit than it is to create extra text on the back end.

48. Hang on to that extra copy that you edit out of the one article. It may be the basis for another bit of copy you can use on the site or in your advertising.

49. If you feel stumped, get away from the word processor for a few moments. A break can give you fresh perspective and get the flow of ideas started again.

50. Always check your facts. Nothing hurts good copy like poor documentation.

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