

# Online Copywriting Tips

Marketing is about your **CUSTOMER** (aka. Website visitor or prospect).

I know, it feels like you need to talk about you... and your company and services... and all the great things you do for your customers...

The reality is, you **build trust and confidence** by writing copy that focuses on the reader.

Think about:

- What they're worried about?
- What are they struggling with?
- What's keeping them up at night?
- If they could solve their problems (that you just happen to help them with), how would they feel?
- Beyond how you help, what do they want out of life (what are their aspirations)? Examples include relief, satisfaction, smooth-running business, confidence, ease, and fun, spending more time outside of work, spending more time with family, traveling more, having more money in the bank... etc.

## Copywriting Promise

Make a promise before you write any marketing copy, including website copy:

*It's about the reader, NOT me.*

**Focus on the Reader** – whenever possible, put the copy in terms of the visitor or target customer. Use words like “You, you’ve, your” instead of “we, us, our.” Explain what they get (**WIIFM**), their results, and how that will make them feel.

**Help the Customer See the Possibilities** – Provide contrast between what they’re worried about or missing out on and what they really aspire to have or experience. Remember to give your visitors a story and path for them to follow on your website.

**Tell a Story/Aspirations/Fears** – Build trust by showing you understand the visitor and what they’re going through, both aspirations and fears. Tells a story about how you understand them.

**Path (Funnel)** – Give visitors a path to follow. Visitors could be new to your services. They could be return visitors trying to decide if your services could help them. Or they could want to book another appointment. Offer paths for all of these “buyer states.” Make it easy for visitors to navigate your website.

**Spelling.** Yes! It counts!

## Online Readers Don't Read... They Skim

Today, most people use their mobile phones to read online. They skim anything written online. Social media platforms taught us to scroll, and scroll, and scroll...

Make it easy for your readers by putting action verbs at the beginning or end of headlines (and sentences).

## Reading Level

Readers absorb more when you keep-it-simple. Limit business or industry jargon. Break up long sentences and paragraphs. And use lots of headings!

You can use tools like [Grammarly](#) or [Hemmingway Reader](#) to check readability levels.

## Numbered or Bulleted Lists

Another way to quickly provide information is a numbered or bulleted list. Keep them short. And put the most essential information at the top or the bottom of the list. Readers who skim will skip to the top and the bottom of the list. Then go back to the middle items.

## Long-Form Content

Engage the reader and tell your story with long-form (2,000 – 3,000 words). Long content creates a perception of higher quality. It gives readers more to scan and increases time on page (an important metric for search engine optimization (SEO)). Long-form content is proven to rank higher on Google than short-form content (average word count of results on Google's front page is [1,890 words](#)).

## Quick Copywriting Checklist

- |   |  |
|---|--|
| <input type="checkbox"/> Headlines have search terms with benefits or fears       | <input type="checkbox"/> Limit words like “we, our, me, my, I”                       |
| <input type="checkbox"/> Headlines are meaningful (no “welcome,” or “hi, I’m...”) | <input type="checkbox"/> Use aspirations, fears, benefits                            |
| <input type="checkbox"/> Heading punctuation consistent                           | <input type="checkbox"/> Serial commas (Oxford comma)                                |
| <input type="checkbox"/> Heading capitalization consistent                        | <input type="checkbox"/> Main pages word count ~1,980 (home, about, content pillars) |
| <input type="checkbox"/> Sentences focus on visitors/customers.                   | <input type="checkbox"/> Spelling and grammar checked                                |
| <input type="checkbox"/> Sentences and paragraphs short                           | <input type="checkbox"/> Readability grade 6 – 9 (or Grammarly score > 60)           |