

firm

Your website is an integral part of your overall business marketing.

In many cases, it may be the first contact a prospective customer or investor has with your organisation.

First impressions last, particularly online - you need to get your message across as quickly as possible to encourage customers to linger and find out more about the products, services and benefits you offer. Attention spans are minimal when information is as readily available as it is online.

Before putting pen to paper, you should have a clear idea of the aims of your particular piece of copy. Use language and rhythm that your target audience can relate to:

- Wild Colour Pops for the Wackiest Craziest Kids
- Benchmark Solutions offer an effective and cost-effective method of organising company data
- Soak your cares away with Tropical deep luxury foaming bath crème

*Know who your copy is targeting.
Create a dialogue that your target audience will find interesting.*



Writing
Copy
for
your
website

Here are a few more things you might want to bear in mind:

Keep it simple

Keep your copy as simple as possible. If you don't take the trouble to construct your copy in a readable way, your customers may not take the trouble to read it. Web copy should get straight to the point and provide relevant information as quickly and efficiently as possible. Break sections up into modules or sections - express one idea or concept at a time to make things easier to understand and digest. Avoid ambiguity. Consider this your first chance to add value to your customers. You've saved them time and brainpower.

What's in it for me?

I've visited your website to discover all the great things your product or service can do for me. But all I'm seeing is page after page detailing how marvellous your company is. It's not really giving me what I need.

This is probably the most common mistake made when creating copy. Of course your company is marvellous - but how does that equate into benefits that will make my world a better place to live in?

You should speak in benefits, but you should also communicate those benefits directly to your target audience. Avoid using "I", "us" and "we" (unless you are talking about "we" in terms of you and your client together). Instead, use "you", "your", and so on.

You should always focus on benefits and value, not features. For example:

FEATURES

The shoes are black

The entertainment system has 5 speakers

The house is double glazed

We offer a 1 hour on-site service

BENEFITS

They are great for both casual and smart wear

Surround technology make it seem like you are actually in the movie

The windows keep you cool in the summer, warm in the winter, and save you money

Giving you confidence that your IT systems will always be fully maintained and operational - minimising stress, saving you time, manpower and money

Attention to detail

Nothing stands out on a web page worse than bad spelling or grammar. Spell checking software is good, but it's not 100% reliable. Read through your copy several times. Get someone with a fresh eye to QA it. Only submit your copy to your designer or printer once you are satisfied that it is final. If you decide to make changes to your copy after your designer or printer has placed it into a print file or web page, it may not be very easy to change and it may result in additional costs.

At the end of writing your copy, go back and review whether it meets your goals. Have you lost your message amidst a haystack of corporate or technical jargon? Study your choice of words. Are they all necessary? Could you sum that whole paragraph up in 3 wonderful words? Have you listed all of your benefits? Is it inspiring? Be subjective - it's your copy, and these are your aims.

If you find yourself struggling with writing effective, targeted copy for your website or marketing material, we offer a full professional copywriting service. We can offer consultancy on the structure, nature and mood of your content, and create the finished content on your behalf. Alternatively, we can rework your copy to make it as effective as possible. If you would like further information, please contact us.

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The logo for Firm Design Limited, featuring the word "firm" in a bold, lowercase, sans-serif font. The letter 'i' has a white dot, and the letters are white against a dark blue background.