
7 Steps to nailing your website copy

Refreshing your website or launching your first one? Nailing your website copy is essential to any successful website.

Here are some steps to getting it right.

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1. Plan, Plan, Plan

The very first thing you need to do when writing your copy is to plan! Plan what you need to write, what it needs to convey, how long you have to write it and how you will write it.

Planning makes things easier for you, allowing you to break down the work into manageable chunks. Start your plan by brainstorming your core message, identifying your brand voice and making a framework of what needs to be written.

2. Determine What You're Trying To Say

When someone visits your website, what is the one thing you want them to get out of it?

It's time to consider what drives your business & what you're wanting to achieve. Identify your core message and at least three key values to guide your copy.

3. Find Your Voice

Developing the right voice for your website copy can be tricky, but it comes back to one thing; you.

Think about how you speak about your business and what language you use, and aim to strike a healthy balance between a relatable and professional tone. It's important to remember that your brand voice should match your business and core messaging.

The key is to identify how to best convey your messaging to your audience, whilst staying true to you.

4: Know Your Audience

Knowing who your target audience is will always be an essential element to building your brand voice and messaging.

Your tone and use of jargon will change depending on your audience and industry, so make sure you're staying up to date with industry terms.

It's important to utilise relevant industry language, while keeping it accessible for anyone that visits your website.

5. Be A Solution

When writing your copy, focus on what solution your business provides to its customers.

Strong language such as 'our product/service does this' instead of 'our product/service might do this' drives home the necessary nature of your product or service in their lives.

The key is to identify what problem you solve for people, and communicate how you do it through your service or product.

6. Make Things Clear

Your copy should clearly state your key messages and outline your product or service.

If people don't leave your website knowing exactly what purpose your business serves, that's one potential customer lost.

The best way to write clear copy is to use clever formatting: think bold headings, small chunks of text and the use of keywords.

Without these elements, your website can be difficult to interact with. Whether you design the website yourself or outsource the work; make sure it's designed for clarity and ease of use!

7. Check Yo Self

The final edit of your copy can make or break your website - if there's one step that you can't skip, it's this one!

We suggest reviewing your copy multiple times (and even getting someone else to read with fresh eyes as well) - this process will tell you what sections need clarifying and what information could be condensed.

Of course, you also need to edit for spelling and grammar - you don't want to launch your website only to spot a spelling mistake or jumbled sentence on the homepage!

Take your time with the process and don't rush yourself through any of the stages. Each step is important to connecting with your audience and potential customers.