PROJECTPACK

Writing kick-ass-content

A short guide on how to write amazing copy for your website.

📞 (+1) 234-456-7890

✈ lorem@projectpack.com

🖥 projectpack.com

Writing content for your website can be a tricky business.

Yep. You think it'll be easy, that you can do it in half a day — but it can quickly become the bane of your life for weeks. In this guide, we're going to show 6 tips that you can use to make it a little easier.

1. Don't write for you, write for me

Ok maybe not me personally, but write for your audience. It sounds obvious and you may think you're already doing this but I want you to take a step back and really think about whether you're truly writing for your audience, or for yourself.

We like to imagine our users sitting at their computers, with a hot cup of tea, reading our websites word for word. No distractions, nothing but whale music in the background with their focus completely on us.

Let's think about the realities of someone reading your website. They're either at work, at home or somewhere in between. There will be things going on around them and they'll most likely be multitasking, whether that's watching TV, looking out for their bus—or their boss.

They don't have the time to figure out whether the website they're on is for them or not. And if they're unsure, they'll hit the close button and you may never see them again.

So make sure when you're writing the content for your website, you're making it ridiculously clear who it's for and why they should care.

The goal of your website isn't to toot your own horn. It's to solve some kind of problem or need for someone else. So write as if you're talking to them, not pitching yourself at a networking event.

2. Make it scannable

Web users don't read websites, they scan them. So when you write your content try to keep paragraphs very short (between 2-3 sentences) and make good use of visual markers like sub-headings and bullet points to break the content up a bit.

Ideally you should be able to skim down the page quickly and get the gist of what you're trying to say. Then people can decide whether they want to go back and read in more detail.

Essentially what you're trying to do is move away from having a block of text on your website and turn it into something more engaging.

Structure your content so it is easy to skim

3. Change your 'We's' and 'I's' to 'You's'

The most useful trick you can use to make sure you're writing for your audience is making sure there are more 'You's' in your text than 'I's' or 'We's'

Every time you hear yourself saying something like "We've been established in the industry for 5 years" try to change it around to something like "You will be working with someone you can trust, we've been around for 5 years so we'll be there for you when you need us"

There will still be a time and a place for saying We but make sure the focus of the sentence is around You.

Remember, us humans like talking about ourselves. We're all guilty of it (I'm doing it right now!) If you can be one of the few who really talks to your customers and not at them, you'll stand out a mile.

BAD	**GOOD**
"Our company was formed in 2014 and we've been established in this industry for over 5 years"	"You will be working with someone you can trust, we've been around for 5 years so we'll be there for you when you need us"

4. Write before the design starts

Most people think that they need to see their website designed before they can add content to it. After all, how do you know what to write unless you can see where it's going?

The problem with writing your content after the design has been completed is that you're not going to write what's best for your website, or worse, what you write won't fit into the template and you'll need to get the whole page redesigned.

You'll get a far better result by supplying your designer with content before they get to work. They'll be able to use your wording as inspiration for the designs. Maybe they'll read it and think it'll work better as an infographic or an illustration. They'll be able to design for your content rather than creating generic templates.

5. Don't try too hard to please Google

Google is pretty smart these days. And it's only going to get smarter. It knows when you're 'writing for SEO' and may actually penalise you for stuffing your content with keywords—even if they're relevant.

Just write what you want your visitors to read and you can't go wrong. There are many other things you can do if you want to help people find you through search engines and I go into them here

But for now, just write for your audience, not Google.

6. Don't be too clever

Finally, try to write in the most basic way possible. Don't try to be clever.

People read pretty quickly on the web. So if they have to decode what you're trying to say, they're not going to stick around for long.

When you're writing your content, pretend you're at a party and you're trying to explain it to someone who's had a couple of glasses of wine/beer/schnapps.

For example:

Sell your house within 1 month or your money back

is a lot easier to understand than:

Close the deal on your place of residence within a 1 month time period or we shall refund your money

Basically, if you find yourself reaching for the thesaurus, don't. Everybody likes to sound smart but don't make the mistake of alienating your customers.

Writing your content is going to be tough. But don't worry about making it perfect first time, you can always go back and tweak when your website is live.

So go find somewhere without distractions, make yourself a cup of strong coffee and get writing that content!

Organising your content

Now hopefully we've convinced you to write your content before the design starts. That's great! Let's now go into how you can begin organising your content for your website.

STEP 1

List your pages

The first thing you need to do is write a list of all the pages you need to write content for. Don't forget any sub pages or less obvious content.

STEP 2

Set one goal per page

For each page write out the main goal you want this page to achieve. Ask yourself, what is the most important thing you want visitors to do or know after visiting the page.

An example could be:

Home page: Spark interest and encourage visitors to keep browsing.

About us: Build trust with visitors by showing our human side.

Services: Persuade to hire us.

This is a great way to ensure that as you're writing your content you know what you're aiming towards and stop you going off track.

Bullet point your content

Now just write out a list of bullet points that you'd like to cover on each page. This doesn't have to only be text related, you could list out images you'd like to see too.

For example, About Us could be:

• Summary of who we are and who we work with

• Photo of us and our office

• Our story

• Collage of images of our offices/things we like

• Our values

• Call to action to hire us

If you struggle with this feel free to use other websites as inspiration. See what your competitors say and pick out the bits you like (of course, don't copy and paste their content into yours). And try to add your own unique personality.

Flesh it out

Now you've got your list, all you need to do is flesh out the content for each section. Doing it this way helps keep it organised, breaks it down into manageable chunks, and stops you from rambling too much.

We hope you've found this guide useful. Now use the content worksheet included in this pack to get your content written.

📞 (+1) 234-456-7890

✈ lorem@projectpack.com

🖥 projectpack.com