

# ***THE ULTIMATE WEB COPY CHECKLIST***

## **HOW TO WRITE WEB COPY THAT CONVERTS**



***HI THERE,***

Are you struggling to write your web copy? Do you want more conversions and more leads? Want to make your web copy more effective?

I've created this checklist because I'd like to help! I want to show you how to write kick-ass copy that increases leads and sales.

It's filled with simple, easy ways to improve your website copy and write words that wow!

*Jenny*

**COPYWRITING HERO, CHOICE WORDS**



# **STEP 1**

## **GATHER YOUR STUFF**

Gather your stuff is about getting everything you need BEFORE you start writing your website copy. Get out your shovel and start digging deep.

### **YOUR AUDIENCE**

Work out who your visitors are and get to know them. What their problems and challenges are, and why they are coming to your website.

### **YOUR SERVICES / PRODUCTS**

Research your service or product and your market. Know your packages, pricing, and product lists. Understand what your customers buy and why.

### **YOUR IDENTITY**

Get clear about who you are and what you do. Think about how you want to be perceived and what makes you different to your competitors. What's your story or your "why"?



### **CHOICE TIP**

***To create an engaging website, you must be clear about who you are, what you do and why you do it.***

# STEP 2

## HAVE A CLEAR PURPOSE

It's easy to start writing your web content without thinking about its purpose. When you have a clear purpose, it stops you from waffling on and boring the pants off people.

### HAVE A CLEAR AIM

Decide what you want your website visitors to do and guide them towards it. What's your goal? What do you need? E.g. Sales, bookings, emails, or phone calls.

### ADD VALUE

Work out what you want your website visitors to learn about your services and products. Give them something to gain from reading your content.

### ENCOURAGE ACTION

Create a call-to-action button (CTA) that asks for the order. E.g "buy now", "book a call", "join us", etc. Make it easy for your website visitors to act, and don't confuse them with too many choices.



### CHOICE TIP

***Put CTA buttons at the top, middle and bottom of the page.***

# STEP 3

## WIN ATTENTION

A good headline is the first thing (and sometimes the only thing) visitors will notice. If your headline does not grab attention, your visitors will not bother reading your content. It's that simple.

### POWERFUL HEADLINES

Create a list of headlines that grab attention and target your customers' pain points. Short and sweet is best.



### CHOICE TIP

*Use a tool such as a Headline Analyser to help you sharpen up your headline.*

### USE SUB-HEADERS

Create interest and intrigue with powerful sub-headers. Give your visitors a summary of what's to come and entice them to keep reading.

### POWER WORDS

Use a thesaurus to look for powerful adjectives to liven up your text. Also, try using emotive words like discover, inspire, authentic, new, exclusive, proven etc.

*Are you struggling with writer's block?  
Read my quick blog.*



## **STEP 4**

### **KEEP IT SHORT AND SIMPLE (KISS)**

KISS is a design principle that means "keep it simple, stupid" but it can be applied to copywriting too. It's a useful reminder to keep your copy clear and easy to read. Stop rambling and get to the point. Oh, and make it quick.

#### **ACTIVE TENSE**

Use the active voice to keep people reading. Too much passive voice stops people in their tracks.

#### **USE SHORT SENTENCES**

If you've written a long sentence full of commas, go back and edit it. Cut out the abstract words. Then, see if you can split it into 2 or 3 sentences.

#### **KILL THE LONG WORDS**

Keep it simple. You might think a vast vocabulary makes you sound smart, but it's the best way to bore your website visitors to death.

#### **GET TO THE POINT**

Get rid of the fluffy introductions and delete the sections where you go off on a tangent. Make your content clear, concise, and constructive.

# STEP 5

## WRITE FOR YOUR CUSTOMER

Stop using confusing jargon and corporate speak. It puts distance between you and your customers. Not only that, but write content your customers will enjoy reading!

### BE CONVERSATIONAL

Most of your customers want you to talk to them like a friend. Read your testimonials and see how your customers talk. That's how you should be writing and speaking to them.

### WHAT'S IN IT FOR ME (WIIFM)

Imagine you're visiting your website for the first time. Does the copy speak to you? If you ask the question, "what's in it for me?" does the content answer your questions?

### ANSWER QUESTIONS

Anticipate any questions your website visitors will be asking. Are you answering them? Are you demonstrating how you can solve their problems?



### CHOICE TIP

***Decide on your tone of voice and make sure your web copy is consistent.***

# STEP 6

## BENEFITS, NOT FEATURES

Too many company websites list features and forget about benefits. Features are important, but they are not the reason people buy. To sell a product or a service, you must sell the benefits and the results.

### SELL WITH BENEFITS

It's simple. Features tell, and benefits sell. Tell your website visitors how they will benefit AND how you will improve their lives!

### TALK ABOUT SOLUTIONS

Instead of listing features, think about how your product or service solves problems. What results can you share?

### BACK UP WHAT YOU SAY WITH PROOF

Reviews and testimonials provide real evidence that you do what you say you do. They also build trust.



### CHOICE TIP

***If you've got heaps of Google reviews, ask your web designer to embed them into your site!***

# ***STEP 1***

## **BREAK IT UP**

When writing for the web, short and snappy content is best. Most people skim-read instead of reading every sentence - so break up your text!

### **USE SUBHEADINGS, IMAGES AND BULLET POINTS**

Think about how you can add interest to your content. Write powerful statements, storytelling paragraphs and punchy, short bullets.



### ***CHOICE TIP***

***Break up your text with images and testimonials***

### **AVOID OVERUSING CAPITALS AND EXCLAMATION MARKS**

Check you haven't used too many capitals and exclamation marks. Too many will make your audience feel like you're shouting.

### **DON'T OVERUSE BOLD TEXT, ITALICS AND UNDERLINING**

Go through your copy and only emphasise what is important. Too much of this, and you look like you're trying too hard!



# STEP 8

## PROOF & TEST

When coming to the end of a large website project, it's tempting to hit publish and fix the copy later. But I strongly advise against this - you only get one chance to make a great first impression!

### PROOFREAD

Proofread before you publish – EVERY TIME. Get another pair of eyes to spot the typos, grammar, and spelling mistakes.



### CHOICE TIP

*Use a tool such as Grammarly to help you spot your spelling errors and improve your grammar!*

### READ IT ALOUD

You'll find where things don't flow if you read your content out loud. Shorten your sentences, listen to the rhythm, and delete any repetition.

### TEST DIFFERENT VERSIONS

Change the headline. Try different keywords. Then check the data and analytics to see which versions are the most effective.



## ***THERE YOU HAVE IT!***

**An ultimate web copy checklist that will help you write more effective copy and increase conversions!**

I hope you can take these tips and apply them to your website. But, if it's too overwhelming or you get stuck head to:

- My website and check out my [web copywriting packages](#) or,
- Follow me on [Facebook](#) or [LinkedIn](#) for more useful tips.

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