



Engage Your Readers

Ultimate Guide to Writing Web Copy by **roundpeg.**

Ultimate Guide to Writing Web Copy

While people will get a kick out of your website if it has cool features and a clean design, that isn't why they come to your website. The thing that brings them to your site, makes them stay on your site, and even help find your site in the first place is your web copy.

The average person only spends a handful of seconds on a website. So, when someone gets to your website looking for information you only have a few precious seconds to deliver what they need. If your website doesn't present information in a way that is easy to find, consume, and comprehend they aren't going to stick around for long before they go find your competitors.

This guide will give you tips and tricks for writing web copy that helps you get found on Google, makes your landing pages easy to read, and gives your visitors exactly what they need along with simple activities to help put them to use on your website.

Writing for People & Search Engines

Before we get started, let's talk about robots.

While your web copy is obviously being written for the people who come to your website, whether you realize it or not you are actually writing for another kind of reader: search engines.

Google and its complex algorithm crawls through your website on a regular basis, reading your content, and, based on its findings, impacts when, where, and how you show up when people search for related keywords.

These super smart reading robots are just as important as important as the human beings coming to your website.

Pleasing both of these two audiences requires different sets of criteria. However, the two overlap in many areas and that is the key to striking the balance between them.

Give Each Page a Purpose

No matter where in the buying process they are or what level their curiosity is, every person coming to your website has a question.

The question may be as simple as “what do you do?” or it could be more personal to the reader, such as “why should I use your product or service?”

The purpose of every landing page on your website should be to answer whatever question someone coming to your website may be asking.

Identify the question each landing page on your website is meant to address and make sure that question that is being answered in the web copy.

Your Turn

Identify your top five landing pages and write down what question each page is answering.

Find the Word Count Sweet Spot

The quantity, not just quality, of words you use on your landing pages is one of the biggest things to consider when writing web copy.

Too many words on a page and you'll intimidate visitors with a giant wall of text. Too few words and you are sending a signal that there really isn't any information on the page.

So, what's the word count sweet spot? When writing web copy, aim for a word count of 600 to 1,000 words on each page.

This range will keep your landing pages to a length that is relatively easy to read and digest for human readers while assuring search engines that there is relevant and quality information on the page.

Your Turn

Try increase the word count of this copy, turning it from one paragraph to two or more. Try adding geographic location, add examples of and how the service is used, relevant page links, adjectives, additional synonyms of keywords, and additional relevant information to increase the word count.

“(Your name here) has provided service to our customers for many years with a range of products.”

Your Readers are 8th Graders

This may come as somewhat of a surprise to you, but the average internet user possesses an 8th grade reading level. This means that web copy that is full of highly technical language or industry jargon is going to go over the heads of the majority of readers.

Even if your primary audience is technically minded, highly educated, or familiar with your product already, a heavy reliance on industry or technical jargon in your web copy limits the accessibility and readability of your web copy for a large part of your potential visitor base.

Your Turn

Explain what your business does as if you were talking to an 8th grader. This will help you get an idea of the words and phrases you'll want to use when writing or updating your web copy.

Don't Overstuff Your Copy

Sprinkling keywords you want people to be searching for when they find you throughout the page will help you get found. But there is a limit.

Cramming your keywords into every other word, while it may seem like a great way to boost both overall word and keyword count, makes your copy read unnaturally and unpleasantly.

Meanwhile, search engines have been trained to see right past this cheap strategy and will actually negatively impact your search position because of it.

While there isn't an exact science on the ratio of keywords per page, try using your desired keyword or a variation of that word once or twice per section on the page. You'll find that your page will not only read much better, but you'll find yourself not overusing the words as well.

Your Turn

This paragraph has been overstuffed with a keyword. Try rewriting using synonyms of the keywords and removing redundancies.

"ABC123 Heating and Cooling Company has provided heating and cooling services and repairs to our heating and cooling customers in need of heating and cooling services and repairs for many years with a range of quality heating and cooling products. Our heating and cooling services include the installation of heating and cooling products such air conditioners, furnaces, humidifiers, and other heating and cooling products. We are convinced our heating and cooling service experience can solve your heating and cooling problems."

Don't Bury the Lede

People want to hit your landing page and immediately get the information they way. So why not give it to them?

When writing your web copy, lead with the most important, relevant, or minimal amount of information someone is going to need to make their next step, then follow it up with a CTA.

After that break, the bulk of your web copy that won't be seen lives underneath and helps improve your word count.

This format gives the user the information they are likely looking for or answers their question right up front and then immediately presents them with an opportunity to contact you for more.

If they are still curious or you haven't answered 100% of their questions, they can continue down the page to learn more.

Your Turn

Choose the most important landing page on your website. Create an outline of that page and figure out exactly where the "point" of the page is. Then, write a new introduction paragraph for the page leading with the most relevant and important information.

Keep Mobile in Mind

Roughly 60% of internet searches are done on mobile devices. In certain industries, that number can be even higher. It is a mobile world, and the way you write your web copy should reflect and aim to take advantage of this trend.

The mobile website viewing experience is done on a small screen and the user is usually on the go. Accommodate mobile users by making your web copy as scannable as you can.

Break up your copy using short paragraphs and headlines which contain your relevant keywords so that they stand out on a small screen. That way, someone scrolling down the page can quickly identify the section in which their question will be answered.

Your Turn

Look at your website on your phone. Is it easy to read and are you able to locate important information quickly? If not, try adding headlines to help break the information into sections as well as breaking up any paragraphs that are more than three sentences.

Getting Started

Now that you've got some know-how on what good web copy looks like, it is time to get writing. Here are a few helpful tips to keep in mind during the writing process.

1 Plan your keywords:

Don't write a single word until you have identified at least five keywords you want people to use when they are looking for your business or your services. Identifying these important words up front will help give you better direction and a better idea of what needs to be on each page.

2 Work with the experts:

Often times, people in charge of writing web copy for a website aren't the company subject matter experts, so find the one closest to you and enlist their help. Interviewing your in-house experts can help you include more detailed, relevant, and keyword-rich copy.

3 Use existing resources:

Web copy doesn't have to start from scratch. Use any existing marketing materials to help lay the foundation of your web copy.

4 Have others read it:

Once your copy is written, don't rush to get it up on your website. Make sure you get at least one extra pair of eyes on your copy, ideally someone who isn't as intimately familiar with the subject matter. This can not only help you catch any odd grammatical or spelling errors, but also helps you make sure your copy reads well in the eyes of an average reader.

5 Use an SEO tool:

WordPress has many different SEO tools available such as Yoast and Rank Math that can offer additional guidance and suggestions for optimizing your web copy and SEO during the writing process. Installing one of these tools on your WordPress website is an absolute must if you want your web copy to be as highly optimized as possible for search engines.

Looking for more help designing a great website and effective landing pages?
Check out all the content and web resources in the [Digital Toolbox](#)