



Writing web copy that connects!

Have you spent hours trying to write copy for your website, blog post or promotional material only to find that despite all your efforts, it simply doesn't work? The clients are not engaged, click away or never seem to pick up the phone?

In my experience there are a number of reasons web copy fails:

- It is internally focused - that is, it is all about the business and their products
- The reader has to work too hard to find the information they want
- The reader is overwhelmed by the way the copy is presented

Writing copy that engages doesn't take any more work - just a bit of planning and using the right structure!

Step 1

Determine what you are going to write about then:

- The keywords or phrases you are going to target
- How the problem/issue impacts the readers life - world
- How by following your guidance their world can be transformed
- What needs to be done to achieve this transformation

A table like the one below, can be helpful to tease this information out:

Readers needs, problems, issues, challenges	The <u>emotions</u> they experience	How readers world is changed by engaging your services	The <u>emotions</u> they experience	What you do to make it happen



This approach is in fact **the reverse most businesses take** when it comes to writing copy.

Emotions - the key to connecting with your audience!

When completing the above table it is important to skip over the question of what emotions your target audience may be experiencing.

Emotions and what people “feel” play a critical role in decision making!

While people may believe their decision making is based on logic - research has shown that in most cases, people make a decision based on emotion (Feeling) and then later justify their action with logic!



Below are two tables of both negative and positive emotions to help you get started

Negative

Afraid	Confused	Distressed	Hostile
Alarmed	Critical	Exasperated	Indifference
Anxious	Cynical	Fearful	Irritated
Bewildered	Disappointed	Frustrated	Neglected
Concerned	Dismayed	Hesitant	Nervous
Nervous	Overwhelmed	Reluctant	Scared
Suspicious	Troubled	Uneasy	Unhappy
Upset	Worried		

Positive

Amazed	Dependable	Excited	Inspired
Caring	Dynamic	Glad	Optimistic
Comfortable	Elated	Happy	Positive
Confident	Empowered	Helpful	Powerful
Decisive	Encouraged	Independent	Precious
Relieved	Strengthened	Tenacious	Thrilled
Secure	Sustained	Thankful	Unbiased
Understanding	Valued	Wonderful	Worthwhile

Step 2 - How to structure your copy

When you have teased the information out - a copywriting structure that works is:



Some Tips:

- People scan rather than read on the web - so the headings you use are important to engage the visitor
- Try to use the keyword or phrase you are targeting in the first heading and the first sentence - you want the visitor to know they are on the right page!

- For Search Engine Optimisation purposes - repeat the keyword you are targeting 3 or 4 times in the copy - but don't overdo it!
- Avoid overwhelming your readers by confronting them with large blocks of text - keep your sentences and paragraphs short! After two or three short paragraphs insert a heading!
- Use an image or graphic on the page to reinforce the message you are giving - many people are visual!
- Always tell the reader what to do next - "Ring this number" - "Download this PDF" etc.

Learn More - Copyblogger 101

A great resource to learn more about writing engaging copy is Copyblogger 101

- <http://www.copyblogger.com/copywriting-101/>

Their Blog is also worth following.

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