Essential tips

01

Start thinking of microcopy early

Start thinking of microcopy early - it is an integral part of product design, not a quick fix to replace lorem ipsum in an otherwise finalized proposal.

02

Be concise

It's better to have nothing left to remove rather than nothing left to add.

03

Write with future localization in mind

Whenever possible, aim to choose words that can be easily translated.

04

Keep it specific

It should always be clear for the user what the expected action is.