Well written content can make your website more successful. If people can't figure out what your site is about and what you have to offer, they'll leave. If your site is comprised mainly of links to other sites with nothing original, visitors will recognize this and then leave.

If you only read one article, make it this one:
Quick Course On Effective Website Copy writing
http://www.smashingmagazine.com/2012/05/18/quick-course-on-effective-website-copywriting/
Why? It breaks down the entire process of writing great copy for your website. It tells you how to research what works for your business and describe your business so that people will read about you and want what you do.

Please also consider these short articles:

How Users Read on the Web: http://www.useit.com/alertbox/9710a.html
Ten Tips for Good Web Writing:
http://webdesign.about.com/od/writing/a/aa031405.htm
Writing style for Print Vs. Web: http://www.useit.com/alertbox/print-vs-online-content.html
How to write web links that work:
http://webdesign.about.com/od/writing/a/aa110104.htm
How to write product descriptions that work:
http://www.practicalecommerce.com/articles/2660-How-to-Write-Product-Descriptions-that-Sell-Boost-SEO-Efforts
Writing to boost search engine optimization - getting Google to like your web pages:
http://google.about.com/od/searchengineoptimization/qt/improverank.htm

Can you cite text written by others? Yes, as long as you cite the source.