

## Writing for the web.

We have come up with a list of key things to consider when writing content for your website. Use these tips to write your own website material or take advantage of our in-house writing service.

### **1. Research your 'key words'**

Website wording is the most important thing for search engine ranking and getting your message across. Think about the keywords your customers use to find you on Google and other major search engines. Suppose you are in the accommodation industry. Do your target audience search for budget accommodation or luxury hotels? Use your keywords wisely in the titles and body text of each page, focus on no more than 5 keywords or phrases per article and repeat them where it suits only. Visitors can be turned off by over use of keywords, so be careful not to lose your sites credibility. Use the Google keyword tool to research your keywords. Enter your keywords and click "generate keyword ideas". Google shows you the amount of searches, advertiser competition, and a valuable list of suggested keywords. You will find that the popular searches are not always what you think!

### **2. Keep it short**

Web readers are impatient – they want quick and easy access to the information they are looking for. Reading from a screen is tiring, so readers are looking to quickly find the information they need, skimming over content. Having short, powerful paragraphs is better than long rambling ones. Write succinct paragraphs and use bullet points and lists to break your content into scannable blocks. Have one idea per paragraph so people can get the idea of what you are saying without skimming over important information.

### **3. Write compelling headlines**

Always start with a relevant, attention grabbing headline – it can make the difference between the user feeling compelled to read more or choosing to ignore your page. Use sub-headings to define different sections of your content and help your readers locate the information they are looking for.

### **4. Use a conversational style**

Write as though you were talking in person to your reader - keep it personal and avoid marketing hype and use a voice that is familiar and relatable as opposed to being formal and preaching to the user. One of the best ways to engage your visitors is to speak to them in an 'active' voice – You will find great savings in our online shop! – as opposed to a 'passive' voice – In our online shop, you will find great savings!

### **5. Be a tour guide**

Ultimately, the end goal for a potential customer visiting your site should be to perform an action – to buy a product, send an enquiry email or download a brochure – and so the text should serve as a tour guide for your visitors. They came to your website looking for something particular, so it is imperative that you make information as easy to locate as possible. Take the time to weave direction into your copy e.g. be sure to check out our services page for more information and ensure you highlight and hyperlink relevant text markers on each of your pages e.g. Contact Us, Book Now, Buy Now, Find a Store Near You etc.

### **6. Check, check, and check again!**

Triple-check your work before publishing it. Ask someone else go over the text for grammar and punctuation issues, and read it out loud to yourself to correct any problems with syntax. Your copy should flow on the screen just as if you were saying it to someone over the course of a conversation.