



USE ACTIVE VOICE

When you use the active voice, the subject does the action instead of being acted upon. That makes it powerful. Sentences that follow this structure are easier to understand and are naturally more interesting.



REMEMBER THE IMPORTANT DETAILS

Who, what, when, where, why, and how are critical for good copywriting. Your readers want them because they make your copy real, concrete, and trustworthy.



BE CONCISE

People have shorter attention spans than ever. Use short sentences, short paragraphs, and short overall messages to hold their attention.



USE SHORT WORDS

Simple words communicate better than big words. Stick with short, uniquely English words instead of more complex Latin-based words.



AVOID JARGON & CORPORATE SPEAK

Avoid pompous language like the plague. Jargon can be difficult to understand, and nobody wants to read it.



USE POSITIVE LANGUAGE

If you use negative words, that's usually what people remember. Rewrite the sentence to use positive words. For example, "Don't get left behind" might become "Get ahead of the competition."



MAKE IT FEEL LIKE A CONVERSATION

People don't want to be sold to. Tone down the hype and write your web copy like you're talking with your ideal customer face-to-face.



WRITE FOR YOUR AUDIENCE, NOT JUST GOOGLE

Keywords are important, but overstuffed, unnatural website copy is going to turn off the reader, which can mean lost sales. The average site visitor should have no idea that keywords were used in the content.

FEELING OVERWHELMED NOW? WE'VE GOT YOUR BACK.

Take advantage of our Professional Copywriting services for your new website.

Creating website copy goes far beyond good grammar and spelling. It's about creating a hook, a headline, a call to action that gets results. It should generate an emotional response from your reader. A professional copywriter knows how to position your product or service so that it stands out and motivates your target audience to take action.

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\$249/PAGE*



**Up to 500 words*