Writing for Web

Creating Content · https://sitecrafter.uk/docs/writing-for-web/

Here’s a guide for small business owners on how to write effective content for their websites:

Planning Your Website Content

Before you start writing, it’s crucial to plan your content strategy:

1. Define your purpose: Ask yourself, “What is the purpose of my site?” and “Who is my audience?”
2. Outline core pages: Most small business websites typically include:
    - Home page
    - About Us page
    - Products or Services page
    - Blog
    - Contact page
3. Focus on your audience’s needs: Rather than just describing what you offer, consider what problems you solve for your customers

Writing Effective Web Copy

When crafting your website content, keep these tips in mind:

1. Keep it concise: Resist the urge to write lengthy paragraphs. Web users tend to scan, so keep your copy short and to the point
2. Highlight benefits over features: Explain how your products or services improve your customers’ lives rather than just listing technical specifications
3. Use clear, simple language: Write as if you’re having a direct conversation with a customer. Avoid jargon or overly complex words
4. Incorporate keywords: Think about what terms people might use to find your business and naturally incorporate them into your content

5. Include calls-to-action (CTAs): Guide visitors to take the next step, whether it’s making a purchase, signing up for a newsletter, or contacting you

Structuring Your Content

Organise your content for easy reading and navigation:

1. Use headers and subheaders: Break up your text with descriptive headers to make it scannable
2. Employ bullet points and lists: These make information easier to digest quickly
3. Incorporate visuals: Use relevant images, infographics, or videos to complement your text and make your pages more engaging

Optimising for Search Engines

While writing primarily for your human readers, keep search engines in mind:

1. Create an organised site structure: This helps both users and search engines navigate your content
2. Regularly update your content: Search engines favour websites that add fresh content, so consider maintaining a blog
3. Use relevant keywords naturally: Incorporate search terms your audience might use, but avoid keyword stuffing

Crafting Specific Pages

Each page on your website serves a different purpose:

1. Home page: Communicate your main offering and include a strong CTA
2. About Us: Tell your brand’s story, answering the who, what, when, why, and how of your business
3. Products/Services: Keep descriptions clear and focused on benefits to the customer
4. Blog: Share industry insights, company news, and valuable information for your audience
5. Contact page: Make it easy for visitors to reach you by including various contact methods

Remember, writing for the web is an ongoing process. Regularly review and update your content to ensure it remains relevant and effective. If you find writing challenging or time-consuming, consider hiring a professional content writer to help create compelling copy for your website.