



Copywriting

Anyone can write good copy

Unfortunately most can't and you should be aware that web copywriting is a skill.

- it has to be punchy and to the point
- it has to sell the benefits to your customers
- it has to focus on what they want, not what you want to tell them
- it has to make your customers act

Visitors don't read they scan

Visitors scan web pages looking for the next link that will possibly enable them to complete their goal.

That's why you should always have links in your body text, especially off the home page, even if they repeat from the main menu. [See the home page for an example »](#)

Too much information?

Watch out for the Zeigarnic Effect. The brain likes to finish a task so if you present too many choices it has difficulty deciding what to do.

As a result don't clutter your pages with options. Less really is more...

Can psychology help you?

Try embedded commands - I wonder how quickly you'll ring me to help you?

The command being the bit in italics, "you'll ring me to help you?"

Use presuppositions - What will you do with the new customers you get by using web copywriting well?

The presupposition here is the "What will you do" which by its nature the brain is compelled to answer, making the assumption you have got new customers.

Try a linguistic bind - While you're reading about pay per click marketing, your competitors are already using it!

Once again the brain has to agree with the first part of the sentence as you are in the act of reading so it makes assumptions of truth about the second bit.

Keyword Density

You've written great copy for the visitor but does it cover what is required for search engines?

[See an example \[118kb\]](#)

Are you understood?

[Test site readability](#)

[Check customer focus](#)