Website Copywriting Tips

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Write Time Marketing

DO– Have a clear page breakdown via the navigation bar

The standard pages to include in your navigation bar are Home, About, Services/Products, Testimonials, FAQs, Blog, & Contact. You can have sub-pages beneath each of these – especially if you offer a long list of services and/or products.

Always ensure that 'Home' is first and 'Contact' is last. (Far right)

Ultimately, you want people to contact you and the eye is drawn to this placement.
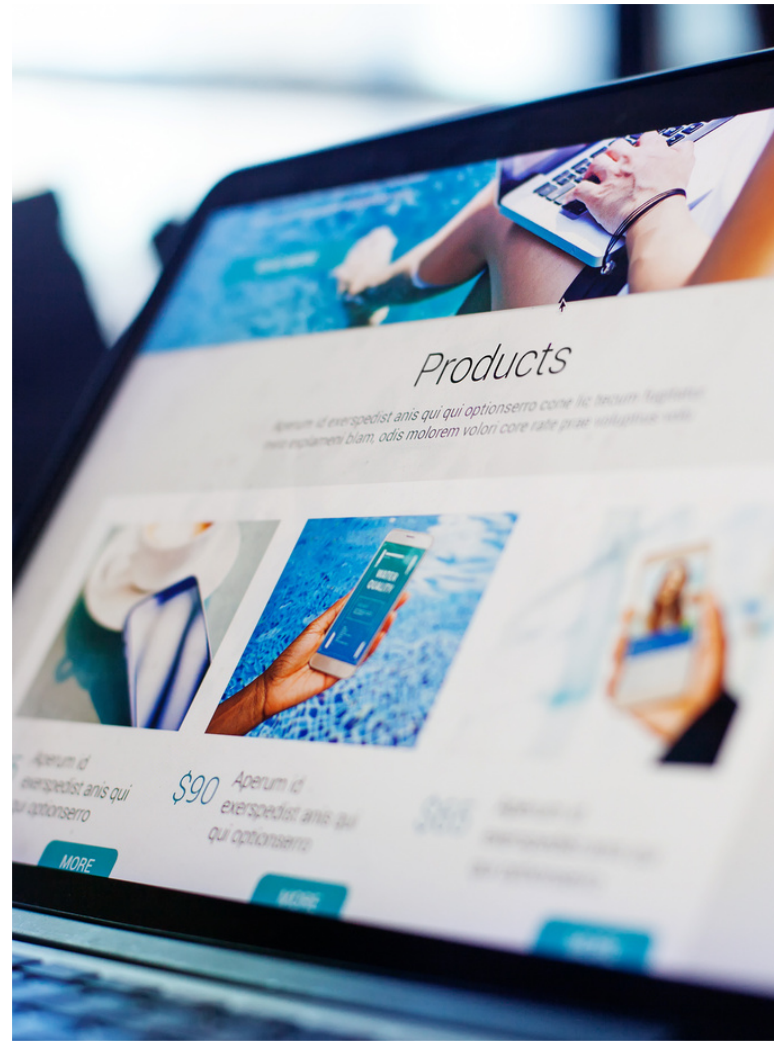
DON'T – Have more than one word for the navigation bar

It's much cleaner to have only one word per page in the navigation bar.

Also – try not to branch too far from the standard headings as outlined above. People are less likely to click on them if they don't know what they are.

DO – Have one keyword phrase per page

When putting together your website content, consider the long tail keyword phrase you want to link to each page. Then think of the synonyms.

Incorporate these words in the webpage – ideally in the main and subheadings. Also, ensure they're added to the 'Focus keyphrase' section in the website backend.

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DON'T – Keyword stuff

'Keyword stuffing' is when you repeat a phrase constantly with the obvious plan of ranking well for that term. However, Google has become quite savvy to this and it won't work.

You'll actually rank a lot worse!

If you're unsure if you've repeated a term too many times, ask someone else to review your content and provide feedback.

DO – Ensure you have an About page

A topic close to my heart – but so many websites don't have one. Or they only feature the company's history.
The About page should be about the people. The people behind the brand. You need to show the human side – and don't be afraid to include some personality!

It's your opportunity to 'network' with potential buyers so they know who they're really dealing with.

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DO – Include a photo of you and/or your team

Following on from the tip above, photos help potential customers connect with you.

DON'T – Feature too many stock images

A couple is okay, but you don't want to make your website seem too generic.

It's well worth the investment at some point to get professional photos done.

DO – Outline the problems + Provide solutions

If you don't already have a client avatar in mind, it's important to consider this before you start to write the content. Because this will impact how it's worded.

Consider what problems they have. And include these in the copy.

I love featuring hypothetical questions to make people answer 'yes' in their head and make them want to proceed.

Then outline the answers.

There is a particular formula which is very powerful in marketing copy and you might have heard of it – the PAS formula.

Problem, Agitate, Solve.

You start by outlining the problem, agitating it further, then explaining how you can solve it.

DON'T – Be 'salesy

You probably hate being sold to – so don't use salesy copy on your website!

Think about the conversational language you'd use if you were on the phone with a potential client.

DO – Include external and internal links

To improve your SEO ranking, you want to embed as many links as possible.

For example, if you mention service on the homepage, provide a link to its webpage where you can find more information. While you might not want people to leave your site by providing an external link, if it is relevant (ie an industry related site), it will actually help Google understand how your website should be categorised. It's all by association!

This is where guest blogs come in. You might write a guest blog for someone and include the link on your site and vice versa. It all helps your SEO in the big scheme of things.

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DO – Add the Yoast plugin

If you have WordPress, get the Yoast SEO plugin. It is great for providing guidance around how to structure your content.

DON'T – Place too much focus on the green light!

However – DO NOT place too much focus on the green light! It's just a tool. Just a guideline. Even the founder regrets introducing the traffic light system as it's not a real indication of whether a blog or website page will rank well.

Just think of your potential customers first. Google bots second. Just make it engaging and it will work.

DO – Check your site speed

Ideally, your website should take less than 3 seconds to load. Otherwise, you're at risk of people giving up and checking out a competitor's website.

You can try a free site speed tool like UpTrends to check out yours. A website's loading time can be improved by making images smaller and changing your website host.

There are other elements as well – but it's best to ask your website designer or SEO consultant about the best solution for your website.

DON'T – Plagiarise content

Google knows if you've just copied from another site and will punish you by not ranking you.

It's okay to collect inspiration from other websites – but you need to rework the content to make it your own. Or include links to the resource. I.e for definitions or if you're talking about a Government or industry policy.

Use a tool like Grammarly to conduct a plagiarism check. It's also great for checking your grammar, spelling, repetition, and phrasing.

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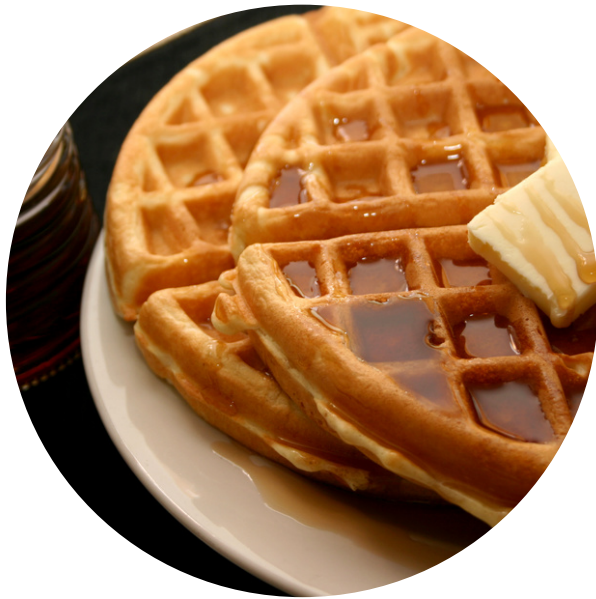
DO – Break the content up

Include short sentences for easy reading, plus sub-headings, dot points, occasional bold font for emphasis, and imagery.

DON'T – Waffle on

These days, people only skim websites when they're reading them. And they have short attention spans.

DO – Have a blog

The most important 'Do' of all is to have a blog!

It helps build your authority and keeps your website content fresh – giving you an SEO boost.

For more website copywriting tips (or to to hand the project over to the experts!), contact us at
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