



The National B2B Centre
Helping growing businesses make smart e-business decisions

Fact Sheet:
Three Fundamental Rules for writing Web Copy

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*This article is based on the book *Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy Every Time*, Maria Veloso 2005.*

What is Web Copy?

Web copy refers to the words that communicate a sales message on the web. Web copy has the same objectives as advertising e.g. to generate leads, customers, sales and to make an increase in profit on your website.

It is very important for your website to get the right sales message across, as the Internet is the only place where anyone can market everyday for little money.

When writing your web copy, bare in mind the Three Fundamental Rules as a guideline to getting the right sales message across.

Three Fundamental Rules:

1. Don't make Your Website Look Like an Ad

Don't fall into the trap and turn away potential customers by making your website look like an ad.

- Your website should provide solid information that your customer is looking for. Why? Because people go online looking for information, even if they are shopping for something.
- Your website needs to have an editorial feel to it; it can not look like a sales pitch.
- Provide factual information with crafted hidden selling.
- People generally tune out from ad's and focus on the factual information.

2. Stop Readers Dead in Their Tracks

Building web traffic to your site is very important but it won't mean a thing unless you stop your readers dead in their tracks

- If your website is little more than an online brochure for your business, your website is a very weak selling tool.
- Once you get traffic to your site, you want them to do what you want them to do when they get there.
- Your headline and sub-headline needs to incite curiosity, along with getting the right message across about your business.
- Give your readers a sense that they are reading a news item not an advertisement.



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3. Capture Email Addresses

Once you have visitors on your site, you want them to respond either by picking up the phone, sub-scribing to your newsletter, signing up to your mailing list or buying your product or service.

- It is essential for your website to have an opt-in mechanism. Ask them to give you their email address. It's a simple, no threatening way to initiate a relationship.
- People go back to websites they like and trust. People like businesses that take time out to develop a relationship and are not overly aggressive in trying to market their service.
- One way to capture visitors email address is to give them something they will be interested in i.e. sign-up up for our newsletter, if you purchase this product/ service we will give you a free gift, discount off your next purchase etc.

For a website content checklist refer to the Designing a Website guide at <http://wm.businessitguide.com/guides/view-guide/68>.

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