

Website Copywriting Cheat Sheet – Best Practices for Writing Your Web Copy

by Katie Daggett of [KD Copy & Content Writing Services](#)

If you've been tasked with writing copy for your company website, follow this checklist of best practices to help get your copy in tip-top shape.

Things to think about before you begin writing:

- What is the goal of this page?
- Which audience/persona is this page targeting?
- What is your unique value proposition? (What do you offer that your competitors don't)
- Which phase of their buying cycle is this page addressing?
- Based on the topic you're covering, what are the 3 primary benefits you want to communicate?
- What keywords and phrases do you need to include for SEO?

What to include on each Web Page:

Title or Headline – Grab the reader's attention, draw them into the copy, and include the primary keyword/phrase, if possible.

First Paragraph – In a few, short sentences, what is the ONE thing you want the reader to understand after they've read this copy? Summarize the benefits to follow on the rest of the page and end with the call-to-action. Don't be too formal, but write in a conversational tone. Imagine you are talking directly to your reader, jot down exactly what you would say and then polish it until it is clear and to the point.

Supporting Copy – The rest of the copy in the page should clearly and concisely summarize the main benefits you want your reader to come away with. Divide sections with bolded subheads, and use bullet points, if possible, to make the copy easy for readers to scan through.

Clear Call To Action – This copy should appear in bold and be strongly highlighted in the design. Be direct and tell readers *exactly* what action you want them to take after reading this page. Do you want them to call? Email? Order now?

Check the following when reviewing your copy:

- Is the page content 250 to 500 words?
- Does the headline grab the reader's attention and invite them to read on?
- Is this piece of content relevant to your target audience/persona? Does it address at least one of their problems and provoke them to take the next step (call-to-action)?
- Have you used short sentences and paragraphs and broken up paragraphs with subheads?
- Have you clearly stated your unique selling proposition?
- Are you using a lot of industry jargon? (this is something you don't want to do)
- Is the content conversational? Are you addressing the reader as "you"?
- Is the piece free of typos and grammatical errors?
- Is there a clear call to action?

Want More Help?

For more insight and advice on copy and content writing, visit [KD Copy & Content](#) to read more articles, or sign up for my *Content Writing Tips* newsletter. If you're interested in having me help with your next copywriting project, call 970.556.1294 to schedule a free, 30-minute consultation.

About the Author



After more than a decade of working as an ad agency copywriter, Katie Daggett struck out to start her own copywriting firm, KD Copy & Content, which specializes in creating website content and marketing copy for ad agencies, web developers and small business owners. After talking with several frustrated web designers, she developed this *Web Copywriting Cheat Sheet*, to help get their clients on track with content.