

## Discover Me Design Fact Sheet

### Writing Copy for your website

This guide lists some Do's and Don'ts when it comes to writing or reviewing your website content. It will also explain Discover Me's approach in facilitating the content development in the website development process.

To begin writing your website text, it is important to know the profile of a typical web user and how this affects the style of your writing. Simply using content from existing printed marketing material won't necessarily be the best way to approach content for your website and you may lose potential customers.

The difference:

#### Print

Printed materials allow customers to sit back, relax and read, wherever they like, when they choose to. Readers have time to peruse your information and can easily pick up wherever they left off.

#### Web

Web users are usually time poor and are in a hurry, so they 'scan' information quickly. They already know what information they need or what action they would like to take before they arrive at your website. You only have a small window of opportunity in which to secure their attention.

#### Do

- Write clear and concise sentences, information must be easy to read.
- Use bullet points where suitable. Remember, your readers are 'scanning'.
- Highlight important information.
- Make the sites purpose clear, explain simply who you are and what you do (on the home page, use a once sentence tag line).
- Include meaningful and to the point sub headings.
- Use one idea per paragraph.
- Group corporate information in the one area e.g. in an "about us" section. This is relevant information (especially for recruiting, investor relations and PR) but not necessarily what the reader needs straight away.
- Credibility can be important if you are a lesser known business, or new business. Credibility can be gained by including outbound hypertext links, testimonials and good writing.
- Integrate your keywords and phrases which people use when looking for your products or services and add relevant keywords and phrases if they are

missing. Repeat them where it suits only. Visitors can be turned off by over use of key words, be careful not to lose your sites credibility.

## Don't

- Use fancy words, exaggerate or use made up terms, readers prefer plain spoken words.
- Add too much information to your website pages, readers can be put off by a lengthy page of text (ideally half or less than half of the printed version).
- Include unnecessary images and text; heavily formatted areas can look like advertising.
- Use capital letters or too many exclamation marks. Simple plain text is easier to read.

## Discover Me Content Facilitation Process

**Step 1** – Establish the site tree / site map. In conjunction with the project sponsor we establish the website information requirements which will translate into a sitemap. Each box on the sitemap translates to a page on the website – each page has a page title.

**Step 2** – Page title / Template preparation. Once the sitemap is accepted / signed off by the project sponsor, our content development manager will put together and provide to you a template in Microsoft Word that will contain all your page titles. Each page will contain guidelines of what to write.

**Step 3** – Identify Keywords and phrases. Our content Development Manager will contact you to discuss your keywords and phrases. We will provide some suggestions to get the ball rolling. To identify appropriate keywords think of what your customers might type into Google to find someone in your industry.

Particularly good keywords are those that relate to your Unique Selling Position or a particular niche you may have. These words usually have less competition so it is more likely that you will appear higher in Google search results. Another benefit of identifying niche keywords is that it will result in more targeted and motivated website visitors (more about keywords in the keywords and meta description fact sheet).

**Step 4** – Website text writing. At this stage it is up to you to fill in the blanks. Using the do's and don'ts above. Write the text for your website.

As an alternative to this process Discover Me can facilitate the development of your content by engaging a professional copywriter to write the text for your website. Please keep in mind it will still involve significant input from the project sponsor to provide information to the copywriter.

## Specific Web pages

Most websites will at least have the following pages...

**Home page:** Engaging info about the business

**About Us:** More detail about your business

**Product / Services:** Overview of your products and services

**Contact Us:** Contact information and contact form

Other common information categories included in websites are:

- Product Catalogues
- Why use us
- Photo Galleries
- Testimonials
- News area
- Case studies

## Home page help

Many readers see the home page as an introduction to your business. The home page is the most important part of your website as it will determine whether your visitor continues looking at your business or 'bounces'.

A 'bounce' is when a users spends less than 3 seconds on your website, if this happens it is normally due to one of the following reasons...

- They don't like the design. Usually the visitor will dislike a site subliminally because it is 'messy' and 'unstructured' or the graphics are not well designed. This happens regularly with 'amateur' designs.
- There is too much text. Website visitors don't like to spend time finding what they want to know – they will just visit another site.
- They have mistakenly clicked on your site and realize your product is not what they're after.

Discover Me Design will look after the design and structure of the site and make sure visitors are engaged visually but it is important for you to also structure the text to capture the visitor. Keep in mind...

- Your readers are impatient so keep it simple, to the point and highlight key words.
- Successful home pages engage readers immediately.

Please contact Discover Me Design on 1300 88 76 10 or email us at [info@discoverme.com.au](mailto:info@discoverme.com.au) if you have any questions.