

# Write Great Website Copy



Shari Medini

**PUSH PULL**  
SALES & MARKETING

# In This Session...

3 questions to answer before you start writing

5 things to consider to improve your writing

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You can view the slides for this presentation any time by going to

*[PushPullSales.com/WordCamp](https://PushPullSales.com/WordCamp)*

# About Me - @ShariMedini on Instagram & Twitter

I live in Lititz with my husband & two little boys & have been working from home in the world of writing & digital marketing for about 7 years.

- Co-Host of the Push Pull Sales & Marketing podcast
- Co-Owner of the parenting site AdoreThem.com
- Contributor to The Huffington Post



# About Me - @ShariMedini on Instagram & Twitter

## Freelance Content Creator & Consultant

I've written for a wide variety of brands & organizations including...

- Ghostwriting for authors
- Articles for various Universities
- Pieces for print & digital magazines
- Blogs & promotional content for national brands
- eBooks, brochures, web copy, ad copy, & more for small businesses

# Great Copy Addresses These Questions...

- Who is your audience?
- What do they want to do?
- What do *you* want them to do?

# Who is Your Audience?



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# Who is Your Audience?

## Create Target Personas

- What is their demographic info?
- What is their job?
- What does a day in their life look like?
- What is their background?
- What are their struggles?
- What do they value most?
- What are their goals?
- Where do they go for information?
- What experience are they looking for?
- What are their most common objections?

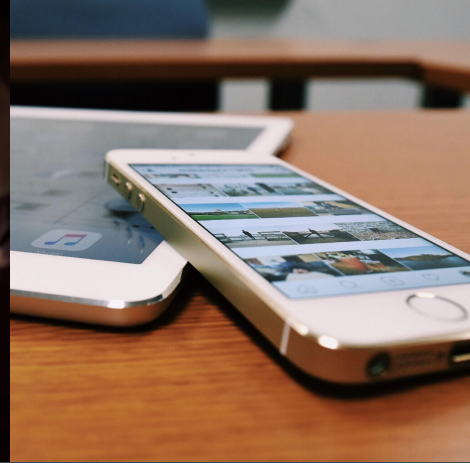
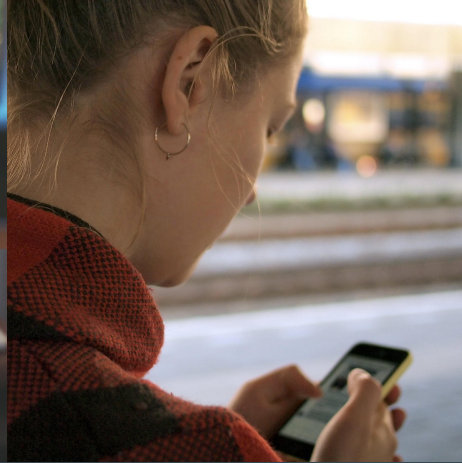
# Speak Directly to Them!

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Your customer should feel like you understand them.



# What Do They Want to Do?



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# What Do They Want to Do?

Why do people come to your website?

- To buy something
- To learn something
- To get your contact info
- To comparison shop
- To view your menu
- Simple curiosity

What is something that frustrates or annoys you when you go to a website?

- Pop ups (newsletter subscription, sales offer, or just ads)
- The info that I am looking for is buried somewhere
- Lengthy explanations that waste your time
- Sensationalized or click-bait type content

# Give Them What They Want!

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Don't delay people while their interest is peaked.

# What Do *You* Want Them to Do?



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# What Do *You* Want Them to Do?

Content can be crafted to nudge people in the right direction.

They might have clicked on your site to view your hours, but then they were drawn in by a well-placed & well-worded piece of content.

Concise & interesting content can lead visitors through your site in a way that will help your business.

# Keep Them Coming Back!

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Write copy that strategically leads visitors around your site.

# Now You Can Start Writing...



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# General Writing Advice

- Skip unnecessary words
- Avoid industry jargon or big words
- Keep content in the present tense
- Stay away from repetition
- Make the text personable & relatable
- Break up the text with paragraphs, headers, & bullet points
- Include helpful, relevant hyperlinks
- Go back & evaluate on a regular basis



# Get to the Point

It is hard to provide information in a concise & efficient way. It is hard to get rid of the fluff. It is hard to figure out the key points that need to be made. But is is extremely important.

Most people are viewing your website on mobile.

You can't game the system by stuffing in a whole bunch of SEO.

If you don't get to the point quickly, people will simply click elsewhere.

You can always have a way for people to consume more content *if* they are interested.

# Remember that Your Audience is Human

Oftentimes when we are trying to write content that promotes or sells a product or service, we resort to cheesy language & phrases.

- Door-to-Door Salesman
- As-Seen-On-TV Ads
- Click-Bait Headlines

Instead, we need to write as if we were talking to a friend & think through what types of content we like to consume ourselves.

- How would I explain this to a friend?
- What would cause me to share this?
- Why would I keep reading?

# Brainstorm Creative Content Ideas

Think about the human element behind your product or service.

What problem are you solving? What experience are you providing? What are your sister industries? What are common objections that you can address?

- Hardware store: baby's room, kitchen remodel, new garden
- Fitness brand: food, lifestyle, music, sports
- Makeup shop: fun, confidence, creativity
- Consignment store: savings, green living, history
- Restaurant: time with loved ones, unique flavors, ambiance

# Curate Content

It can be difficult to create an entire website filled with your own content so use your social channels & your sister industries to curate interesting content for your audience.

Give your audience a chance to be featured in your content, & let them have a voice so that they are more likely to promote you to their own personal audience.

# 5 Examples of Good Website Content

- MarieForleo.com
- Trello.com
- VelocityPartners.com
- Buffer.com
- TalkingShrimp.com

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Slides: *PushPullSales.com/WordCamp*