

T H E

W E B S I T E

C O P Y

A U D I T



THE COVEN

© ESME ROSE MARSH

THERE IS NOTHING MORE POWERFUL THAN GREAT WEBSITE COPY. IT'S WHAT SETS THE TONE OF YOUR BRAND AND DETERMINES THE CONNECTION YOU MAKE BETWEEN YOU AND A POTENTIAL CLIENT. IT IS THEREFORE VITAL THAT EVERY PAGE, PARAGRAPH AND POINT MADE ON YOUR WEBSITE IS CRYSTAL CLEAR. EVERY WORD HAS A PURPOSE AND YOU NEED TO KNOW WHAT THAT IS. SO BEFORE YOU START WRITING, LET'S UNDERSTAND WHAT YOUR COPY'S JOB REALLY IS. FOR THE MOST EFFECTIVE AND APPEALING WEBSITE COPY, HAVE A GO AT ANSWERING THE FOLLOWING QUESTIONS.

let's go, witches...

PAGE:

Q1: WHAT DO I WANT PEOPLE TO **KNOW** FROM THIS PAGE?

Q2: WHAT DO I WANT PEOPLE TO **FEEL** FROM THIS PAGE?

Q3: WHAT DO I WANT PEOPLE TO **DO** ON THIS PAGE?

PAGE:

Q1: WHAT DO I WANT PEOPLE TO KNOW FROM THIS PAGE?

Q2: WHAT DO I WANT PEOPLE TO FEEL FROM THIS PAGE?

Q3: WHAT DO I WANT PEOPLE TO DO ON THIS PAGE?

PAGE:

Q1: WHAT DO I WANT PEOPLE TO KNOW FROM THIS PAGE?

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PAGE:

Q1: WHAT DO I WANT PEOPLE TO KNOW FROM THIS PAGE?

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FINAL TIPS:

1. *read your copy out loud*

IF YOU STUMBLE OR A SENTENCE SOUNDS CLUMSY WHEN YOU READ IT OUT LOUD, IT PROBABLY IS!

2. *use language you would use irl*

AUTHENTIC IS BETTER THAN CLEVER! ANYWAY, AREN'T YOU TRYING TO GET YOUR OWN VOICE ACROSS?!

3. *check and check again*

YOU MAY NOT BE HIRING A PROFESSIONAL COPYWRITER TO WRITE YOUR WEBSITE, BUT YOU STILL NEED SOMEONE TO GO OVER AND CHECK FOR ANY SPELLING OR GRAMMATICAL MISTAKES. EVEN IF IT'S POLITELY ASKING A FRIEND, FAMILY MEMBER OR ONE OF YOUR FELLOW WITCHES.

4. *avoid big paragraphs*

THE EYES CAN'T HANDLE LARGE CHUNKS OF WRITING ON A SCREEN LIKE THEY CAN A BOOK OR NEWSPAPER. KEEP YOUR PARAGRAPHS SHORT AND SWEET.

*“by using words
well, we strengthen
our souls.”*

- URSULA K. LE GUIN