

ARE YOU LOSING VISITORS AT YOUR DIGITAL FRONT DOOR?

WELCOME TO WEBSITE COPY REHAB

5 SIMPLE TIPS TO A DIY REVIEW OF YOUR WEBSITE COPY

As small business owners, we wear many hats, from marketing, content, and product creation, to sales and all points in between.

We do a lot! *High five!* We are busy people who need helpful advice, and that is why I love to support other small business owners like you by sharing insider copywriting tips and tricks so that you can put your best digital footprint forward.

Let's get right to it; your website is up and running; congratulations!

Wouldn't it be nice if your website copy was a simple one and done? Sadly this is not the case. You may be surprised to learn that you'll need to perform a website copy review annually for optimal reach.

This is why I am sharing this simple copy REHAB formula with you.



GET THOSE WORDS WORKING FOR YOU!

5 STEP WEBSITE COPY REHAB

Let's face it...

You wouldn't leave the physical entryway to your business in a mess after all it is your customers' first impression of you. So, why not give your digital first impression just as much care?

Performing an annual website copy mini-audit will ensure that you convey the right message for your brand and use the right words to engage your ideal customer.

Truth is...

The difference between a website that keeps the visitor reading and one that doesn't can be as simple as excellent copy!

Keep reading to discover 5 tips for a DIY mini-website copy audit!

Review your website copy annually for optimal reach.

R

Review | This is a no-brainer, am I right? But believe me, it is easy to gloss over this vital step. An accurate website will ensure that you build trust with the visitor you hope will become a customer.

Here are the top two things to look for:

1. **Outdated information** | Be ruthless in removing and updating your copy. Check all pages for inaccuracies, including your contact information, about information, services, prices.
1. **Excess Text** | Walls of text, especially for mobile readers, are frustrating and unnecessary. You have about seven seconds to get your website visitor's attention before they move on. Every word needs to earn its place. Always choose clarity over cleverness.



WEBSITE COPY REHAB

E

Evaluate | Take a walk through your website with an objective lens. If you find this hard to do, you could always find an honest friend to help you with this crucial step.

Here are questions you will want to answer first:

1. Who is your ideal customer?
2. What problem are you solving for your customer?
3. What sets you apart from the rest?
4. What is your brand tone/voice?

With the above in mind, read through your copy again as if you are reading the information as your *ideal customer* and answer:

1. What problem were you trying to solve that led you to seek a solution?
2. What words did you type into Google to find your website?
3. What are you looking for now that you are there?

Does your website Homepage meet the following criteria?

1. Will visitors know what you do, why it matters, and how to get it (within 7 seconds)?
2. Do you showcase social proof?
3. Do you showcase photos of happy customers?
4. Have you established authority on the product or service you are offering?
5. Do you provide a clear call-to-action clear (2-3 times throughout this page)?

Turning visitors into paying customers often begins with an engaging Homepage



WEBSITE COPY REHAB

H

Help | Helpful tools enable copy to be the best it can be. With the world wide web of free resources at our fingertips there is absolutely no need to go it alone.

Check out these helpful FREE online tools:

Google Analytics is a free tool that gives you insight into the Five W's and how visitors interact with your website. All you need is a Google Account login, and from there, you can follow the prompts to complete the setup and start reaping the gold! Find out what is working and what is not so you can adjust your website content accordingly.

Grammarly is a convenient add-on to your windows application or an extension to your Google Chrome. Grammarly works alongside you, making suggestions and catching grammatical and punctuation errors as you go. To use the online writing assistant, simply copy and paste your written document. Grammarly will then provide valuable information on how your document reads, tone, audience, and overall score. Keep in mind that the overall score is subjective to your unique audience and the tone you want to achieve.

Hemingway Editor allows you to simply copy & paste your text into the platform for an immediate report on the grade reading level of your copy, use of passive voice, difficult to read sentences, use of adverbs and more.

A

Adversary | Get to know your competition. Take a minute to discover the businesses vying for your mutual customer's attention.

Getting to know your adversaries:

- I recommend you pick three of your top competitors and visit their websites as a potential customer to learn what they are doing.
- Another great tip is to read your competitor customer reviews to find any customer pain points and THEN offer a **solution to those pain points**, in your website copy. Offer the solution and set yourself apart from the rest.



Insider tip: copy readability should be at a grade 7 reading level to ensure it is simple and easy to read, especially for those who skim-read.

WEBSITE COPY REHAB

B

Begin | Find a quiet workspace and grab a Starbucks. You've already done the hard part, now it's time to use your findings to update your website copy.

You've got this!

1. Using all your notes, you can now rewrite any copy that didn't measure up.
2. The goal here is not to reinvent the website or rewrite everything. Instead, it is about optimizing your key copy based on your findings.

CONGRATULATIONS!

You have just completed all the necessary steps for a successful website copy mini-audit. You are one step closer to ensuring a great website visitor experience and establishing trust with your audience.

BUT LET'S NOT SAY GOODBYE!

Need help with your website copy critique?
I would love to speak with you and discover how we can work together.

Also check out these helpful tips on the 2nd most visited page on your website, your ABOUT Page.

<https://www.thewritery.ca/post/about-us-me-you-and-that-website-page>

I look forward to hearing from you,

Debbie Diogi @

