



## How to Write Good Web Copy part one transcript

Hello, and welcome to part one of How to Write Good Web Copy. In this first section of the course, we're going to start right at the very beginning, and we are gonna decide on the structure of our website. The first question you need to ask yourself when you're thinking about your structure is what it is that you want your website to do, because it's all very well getting visitors to your website, but until visitors make contact with you in some way or another, they are just a statistic. So the purpose of your website is for your visitors to engage with you in some way or another. So it might be that you want them to buy something when they get there. You might want them to simply get in touch with you. You might want them to sign up for your newsletter. You might want them to download an e-book, for example. Now, you can have more than one purpose on your website for for example, if you are going to have a, an e-commerce website, when people came to your website, the, the ideal scenario would be for somebody to buy something, but you don't want to offer that as the only option because if they decide they don't want to buy something at that time, you want to make sure that you've kind of, you've interacted with them and you've, and you've got their details so you can continue to market to them. So your number one goal might be to get people to buy something from your site, but a secondary goal might be that you want them to sign up to your monthly newsletter.

So let's put that into practice a little bit with an exercise underneath or to the side of this video, you will find a download called Raw Facts, which gives you the raw facts about a, a fictional company that I've created for this course. It, the company's called Healy's Balloons. And I'd like you to download that raw facts pdf and read through the brief and decide what the purpose of the site is in Healy balloons case. So if you pause the video here, take a look, and then press play again when you're ready to get started. And I will share with you what it is that I think the purpose of the site is. Okay. Welcome back. I hope you, you've come back with the purpose for the Healey's Balloons website in mind. In my opinion the purpose of the this website is to get consumers specifically women age 30 to 50 to either buy balloons or to sign up for a newsletter. Okay? So once you've worked out what the purpose of your website is, you need to start thinking about your visitors and what it is that they're gonna want.

So the first step is to put yourself in your customer's shoes and think about what it is that they are going to want from your website, and how you're going to give it to them and how you're gonna get them to do what it is that you want them to do, whether that's to buy something or sign up for something or get in touch with you.

If you've got a website already and you are reworking it, you've probably got a bit of a head start because you are likely to have something like Google Analytics or some kind of web monitoring software in place so that you can start to look at the vis pages that are visited most frequently and the pages that visitors spend most time on because that's gonna help you work out what it is that your customers are most interested in. You can also go, go out into the real world and ask your customers what it is that they would want from a website. You can either have conversations with them or you could think about

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running a questionnaire, maybe to kind of get a, a larger scale input. And once you've done that and, and you've kind of, you've canvased your visitors in one form or another, it's time to, to sort of aggregate all the information and, and look at the trends and, and start to put together a list of the, of the things that people are going to want from your website. You want to be concentrating on the things that most people want. It's great if you can cater for everybody, but I wouldn't recommend that you try you're trying to be cater for the people who are most likely to buy from you. So, so look at the biggest, biggest trends and the, and the biggest areas of interest.

So I've got another exercise for you now. If you head back to the the raw facts document that you downloaded for the first exercise. It's a slightly artificial exercise, this one, because obviously you can't actually speak to any of the Healy's balloons customers, but I would like you to to brainstorm and think a little bit about the sort of information that a visitor to the website is likely to want. Okay. Welcome back.

The next step is to put the two sides together. Put together what it is that you want to get out of the website and what it is that your visitors are going to want to get outta the website together, and start to think about the pages that are going to be needed to provide all of that information. And also to think about on each page, what kind of information you're going to give need to give to people. It's worthwhile bearing in mind that not everything is going to need a separate page. So, for example, if, if you want people to sign up for your newsletter, you'd be better off having a signup box on every page of the site rather than having a, a separate page that people could easily miss or avoid. Similarly, if you want to show your credentials having testimonials on every page is gonna be more likely to be read than having a separate testimonials page that the people may only stumble across or may choose not to read altogether.

The next step kind of goes hand in hand with the step of, of thinking about the pages. It's about organizing them into a into a structure into your site map, essentially. So you want to categorize your pages, so all of the pages that are about you as a company go together, and all of the pages that are about your services or your products go together, and you want to make sure that you've given them a really nice compelling name that that kind of clearly explained what people will find when they reach that page. Because the titles you use here are going to be the titles that appear in the menus of your website. Depending on your plans, you may need categories and, and subcategories so that you can kind of organize the information sensibly and, and, and easily so people can access it easily.

It's absolutely fine to have categories and subcategories. Google loves content rich websites but do remember that you're trying to make your visitors lives as easy as possible. So categorize grouping pages together into, into, into groups makes really good sense. If you leave everything at the top level, you end up with something like this, you end up with complete information overload. And if you reach a homepage like this, you have absolutely no idea where to start, and you, you find yourself hunting through trying to work out what it is that you need to be looking for. Whereas if things had been categorized, you could at least start to filter the information and, and even if there were more clicks involved, it would be likely that you would find the information you were looking for much faster than by



having to read nearly every word on the page as it is in this case. So another exercise for you. Going back to your brainstorming from earlier, what I'd like you to do is create a website map for the helium balloons website. So if you pause the video here, and then when you come back, I will share with you the pages that I think would be needed for the site.

Okay. Welcome back. I hope you've had fun putting together your website map. Let's take a look at the pages that I think will be needed. This information is also available as a download associated with this video. So you can, you can download it, download it, and look at it in more detail. So obviously we're going to need a homepage, and on that page I would envisage having links so that people could buy balloons and also get information and advice on balloons. And I'd also suggest having a newsletter signup box. Then we're obviously gonna need a buy balloons section of the site. And on the kind of the main buy balloons page, we'll have photos and links to all of the other balloon categories. And then on each each product that Healy's balloon cell are gonna need to have a page.

And on that page, we're gonna need things like photos and dimensions and material and, and how many balloons come in the pack and things like that. The next section of the site will be the balloon advice and ideas section. So in this section of the site, there'll be lots of information to help visitors. There'll be lots of content, which is gonna help boost search engine rankings because as I say, Google really loves content rich websites. It's also a really good opportunity for the company to showcase its expertise. And I'd also suggest having a newsletter signup box on the pages in this section of the site too. The next section of the site is the about a section which has information on the company, its background and so on. That will give lots of reassurance about the company's credentials and that they're a, a good, a good company to be buying from.

And then finally, there's a Contact us page with a phone number, email address, and physical address. Now, obviously the site is also going to need the kind of standard shop pages, like terms and conditions and delivery information and refund information. But I've, I've kind of taken those as read in this case. Okay, this concludes this section of the course where we've talked about putting together your site map for your website. We've done the really high level stuff here. The next step is to go really deep and start thinking about the keywords that are gonna be needed on your website. That is the words that people will be typing into search engines to find websites like yours. So I will look forward to seeing you in that video.