



How to Write Good Web Copy part three transcript

Hello and welcome to part three of How to Write Good Web Copy. So far we've looked at putting together a site map and we've looked at the keyword research you need to do to make sure you're going to be able to bring visitors to, to your website in the first place. Now we're going to look at the actual content on the page and the so the section is called write So You are Readable because it's certainly true that you, you should make sure that your copy is readable, whatever it is that you are writing, but there are specific things that you need to bear in mind when you are thinking about web copy. So the first thing I'd like you to do is an exercise. I would like you to go to the BBC News website bbc.co.uk/news and pick any news story.

And the first thing I would like you to do is read the story on the screen and then once you've done that, I'd like you to print the story out. I'd also like you to recycle the paper once you've printed it out to save some trees. So when you've printed out, what I'd like you to do is read the copy on the page and then think about it and think about how different it feels to be reading text on the screen compared to reading text on a piece of paper. And I'm gonna bet that when you've done this exercise you will see that the information that's on the screen feels really easy and really clear and very straightforward, but when you print it out, it feels very staccato and brief. So take the time now to visit the BBC News website and then come back to this video when you've read the story both online and offline.

So in that exercise I've shown you that reading on screen is an awful lot harder than reading off screen. So you need to bear that in mind whenever you are writing copy for the website, for your website. So the key to making your content readable is to think short. So you want to be thinking about breaking up the text with headings that are simple and clear and explain what the content of the following paragraphs contain. You need to think about using short sentences and short paragraphs where you can, you might want to think about using bullet points so that you are breaking up the copy even more and you haven't got long lists of of of copy in line. Doing this is going to help make your content more enticing to read and readers won't be quite so exhausted, exhausted about

Reading because they'll be confronted with short chunks of copy rather than great big reams that they might see in a magazine article, for example. But in a magazine article, great reams of text aren't intimidating, but on a website, they really are. So the exercise I've got for you now is to think back to the Healy's Balloon website, and I would like you to think about the homepage copy for the website. So pause the video now take some time to put together some content for the homepage of the website and then come back when you're ready and we'll look at my thoughts.

Okay, welcome back. You can download my thoughts. Associated with this video there is a a homepage copy that you can download. So I've suggested quite short chunks of text on the site. And the aim of the homepage is to get people to start moving elsewhere. So I've kept the copy quite brief. I've got a headline with brilliant novelty balloons to bring the wow factor to your party or celebration to entice

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people in. Then I've got a bit of a body copy that talks a bit about the balloons in the company. Then I would like to suggest that there are sort of two sections of the page of the are devoted to the the unique selling points of the company. So the next day delivery on all orders and the free balloon pump that comes with orders over 25 pounds. And then I've got a newsletter signup box so that you can start to capture email addresses and, and get people, get people onto your mailing list. And then finally there are links to the two main sections of the site, the by balloons section and the balloon advice section.

Okay, now it's time to take a step back again and think about another way to attract your readers into the site. I'm talking here about the text that you see in search engine results. So these are called metatags. So I've got here on the screen an example of a really good metatag. The text that is in purple is called the title Metatag and the text that's in gray that starts, we help people market their business simply, effectively and funnily is the description Metatag. Now you need to write Metatags unique for every page. So every page will have its own own set of title and description metatags. And the trick to writing a good metatag is to include the keywords because it's a good opportunity to do so. It's also to make sure that it explains exactly what it is that you're find on the page, which is why I am suggesting that you do this after you've written your web content and you know exactly what is on every page and you want to make sure that it's enticing and it encourages people to click on it. So I think this is a great example from rather inventive here and you know, you can really see what you'll get when you visit the website.

The other thing you need to know about metatags is that they need to be short. So best practice suggests that title Metatags need to be no more than 50 or 60 characters, including spaces. And description metatags should be no more than 150 or 160 characters including spaces. So I've got another exercise for you. What I'd like you to do is write the title and description metatags for the Healy's balloon homepage. So pause this video and then when we come back we'll look at my thoughts. Okay. Welcome back. If you haven't done so already, you can download my thoughts on the metatags that I would suggest for the homepage of this website. And you can see that in my opinion, a good title Metatag would be by brilliant Party and celebration balloons online which makes it clear exactly what the site is.

And then for the description, I'd suggest fabulous novelty party and celebration balloons from Healy's balloons. Next day delivery is standard and a free balloon pump with all orders over 25 pounds. It's a, it's a, a description meta tag that highlights the USPS for the website. So there we have it. Those are the stages involved in putting together web copy. We've talked about the importance of getting the structure of your website, right. We've talked about how to research the keywords that will entice visitors to your website, and we've talked about how to put together clear and concise content that is easy to read, so in visitors are encouraged to stay on your website once they've arrived. So good luck writing the content for your own website.