

mediabistro

Copywriting for Websites

Session 1: Why Website Copy is Crucial for Your Business

Lesson 1: The Importance of Website Messaging

Lesson 2: Types and Styles of Website Copywriting

Assignment: Throughout the course, you will build and review copy for your own website. For the examples below, use a competitor or industry website to become familiar with other options and styles utilized in your field.

- 1) List 3 reasons website copy is crucial for your specific business.
- 2) Find an example of the different copy styles covered in Lesson 2 on slide 39. List the differences you see in:
 - a. Intended goal
 - b. Structural elements
 - c. Audiences
 - d. Brand voice
- 3) Find an example of website messaging that positively impacts you. Ask yourself why it positively impacts you:
 - a. Are you inspired enough to take action? (e.g., Would you return to the site? Subscribe to their email list? Buy a product or service?)
 - b. Alternatively, find an example of website messaging that might deter you and note why.
 - c. Identify the aspects of each message that have you feeling so strongly. What emotional cues do you notice for each?
- 4) Define the terms VALUE PROPOSITION and CALL TO ACTION. Start considering:
 - a. Your target audience
 - b. Your site goals
 - c. Your core message

BONUS: Identify a (fairly recent) successful online business or campaign. What works about its messaging?

Session 2: Creating a Powerful & Purposeful User Experience

Lesson 1: User Experience Defined

Lesson 2: The Psychology of Your Site

Lesson 3: Creating Your Site Map

Assignment:

- 1) Describe your value proposition in one or two sentences.
- 2) Create your site outline. Identify the following:
 - a. Your site style
 - b. Your navigation menu (list of pages)
 - c. Your outline and/or overview for each page. Include the main messaging points and CTA's for each
 - d. Your unique value and benefits
 - e. Your ideal client and the primary pain point(s) you're resolving.
What does that ideal client want most that you can provide?
(Remember to dig deep; Action is often sparked by emotional wants versus practical needs.)

Session 3: Generating Compelling Content

Lesson 1: Best Practices for Value-Driven Copy

Lesson 2: Prepping Your Homepage Copy

Lesson 3: Getting Noticed

Assignment:

- 1) Find at least one example of copy that's both value-driven and reader-friendly. WHY do you think what you chose makes the mark?
- 2) Draft your homepage copy. Include the relative elements covered in this session (e.g., internal links on every page to keep visitors on your site)
- 3) List your primary calls to action for each page.
- 4) List (and implement, where possible) 5 best practices for SEO.
- 5) Write your meta description for each site page.

BONUS:

1. Include suggested design, layout, and navigation elements in your outline.
2. Get familiar with Google Analytics. Review your site traffic.
 - a. What did you notice about your site visitors?
 - b. What part of your site is most popular?
 - c. How long is your average visitor staying on each page?