

The Secret to Words That Convert

A 4-Step guide to create compelling, conversion driven copy for your website



Your copy has a direct and measurable impact on your website's ability to convert. It has far more power to influence your prospects than any other aspect of your website. In a modern world where image is everything it is not surprising the emphasis businesses put on the look and design of their sites instead. Website design does not convert visitors into paying customers, and even the most expensive and extravagant of websites is useless without good copy.

In marketing we refer to copy as a tool used to explain and persuade visitors towards a certain action – it is conversion focused. Examples of website copy could be how you explain your services to your visitors, the opening paragraph of your home page or even the headlines. It is the skeleton of your website that guides users through to taking action.

Ask yourself “What do I want to achieve with my website copy” For example, if you're writing copy for a sign-up form, your goal may be to get as many qualified leads as possible to fill in their details. Some other goals may be to;

- Read the next page
- Click on a specific link
- Sign up for a newsletter
- Complete a purchase

Great copy acts as a salesperson influencing the right actions from the right visitors. It keeps people on the page longer, and keeps qualified traffic coming back time and time again. It keeps unqualified traffic from wasting your time and makes your page more desirable to search engines, bumping up your discoverability and rankings.

Writing great copy is as much an art as it is a science and it takes time to get it right. It may not be the most inspired of activities, but it's what will set you apart from your competitors and drive sales to your company.

Below we have assembled key elements inherent in all great pieces of copy to help you get started with actionable tips you can implement right now.

1. Write Clear Attention Grabbing Headlines

The fleeting attention of your valuable prospects lasts around three seconds or less. This is how long you have to spark their interest and engage them with a clear, attention grabbing headline. People often arrive to your website knowing very little about whom you are or what you offer, so the wording of your headlines needs to be clear, to the point, and draw them in to read more. The goal here is to hook your prospect into reading your copy, which leads them through to the desired action you wish them to take. In one short concise sentence, what is it the visitor is looking for? And how do I capture their interest?

2. Know Your Audience

Take a few moments to visualise your ideal customer or audience. Imagine you're writing solely for this person and your copy will instantly become more persuasive and valuable to the reader.

Use words you know your audience uses when talking about your product or service, speak to them in their language. Your potential customers may go through the entire decision making process in just a few seconds, and lack of relevance is a big conversion killer.

Remember, if I'm new in regard to your services, and your copy confuses me with technical terms – I'm not going to stick around long. Research your audience and get to know them, write for them, and be specific.

3. Write Clear Calls-To-Action

Most websites have clear objectives; often these are to generate more leads and/or sales for your business. A strong call-to-action is important to finish off your piece of copy powerfully and fulfil these objectives. Think back to the question I asked earlier, what action or response do you want visitors to complete once on your website? Finish your piece of writing with a clear call to complete this action that leads them to the next step.

4. Test!

Here is the real secret to words that convert; there is no secret or 'one size fits all'. Even the smallest tweak to your copy can have the most significant impact on the decisions your prospects make – we've seen a 90% increase in sign-ups from changing one single word within an enquiry form. Test everything!

Summary

As exciting as it is to concentrate on the design and technical aspects when designing your website, success lies in the words that your prospects associate with your business. The secret to conversion is in focusing more on utilising your website as a business growth tool and relaying the benefits of your products or services in a clear and direct manner.

Learn about your audience and write to them directly and specifically. Finally, finish with a clear call-to-action that guides your audience to complete the desired action.