



Website Copywriting

Your fundamental guide to creating highly effective website copy.

Overview

In this guide, we will be showing you the step-by-step process for writing your own effective website copy.

But before we begin, we recommend that you use this guide with our article on **[Step-by-step Guide to Effective Copywriting for Websites](#)**.

Remember the fundamentals of writing effective website content.

1. Identify and know your target audience
2. Learn about your competitors
3. Research for keywords prospective clients are using to search for your type of business
4. Define the purpose and objective of your website
5. Write your website copy structure

Pre-Writing Questions

1. Who is our target audience?
2. What is the purpose of this website/page?
3. What questions do we need to answer for our audience?

Keyword Research Result

Main Keyword	
Secondary Term	

The Homepage

Writing your homepage using the classic homepage technique

The About page gives your website visitors information about the core of your website. It tells them why your website exists, and if you have the expertise to do what you do.

A very easy format for writing this page of your website is;

Create an attention-grabbing headline here

Buttress headline with a short description

Call-to-action (CTA)

Write a short description of your brand

(A condensed brand story/overview)

Highlight Your Services

Service with

CTA

Service with

CTA

Service with

CTA

Value Proposition

Benefits of your product or service

Social Proof Section

Include either client's testimonial, Partners, Endorsement, Media mentions, etc.

Final CTA

This could be a newsletter signup, Service contact form, etc.

Footer

About Page

The About page gives your website visitors information about the core of your website. It tells them why your website exists, and if you have the expertise to do what you do.

A very easy format for writing this page of your website is;

Introductory Headline

Give a detailed description of your brand here. Highlight your brand's mission, vision, and general values and principles.

Show your team and their designation
(Optional)

Social Proof Section

Include either client's testimonial, Partners, Endorsement, Media mentions, etc.

CTA

Include call-to-action

Service Page

This page shows your products/services, it follows a similar format as the homepage.

Service/Product Headline

Service with detailed
description
CTA

Service with detailed
description
CTA

Benefits

Highlight the key benefits & value proposition of your service

Social Proof Section

Include social proof, this time customer testimonials.

Final CTA

Include call-to-action

Contact Page

This page tells your site visitors how to contact you. It is the simplest of all the pages on your website and contains majorly your contact details.

Catchy Contact Headline

Provide your different
contact information here
with
CTA

Provide a contact form
CTA

There you have it, your website content!

Do you need more professional assistance getting your website copy together?

We will be more than glad to assist you, kindly **click here** and we will schedule a call to get more details about your project.