



Corporate Design
Et Print Solutions

How To **DRIVE TRAFFIC** With Engaging Content

Something for everyone.

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- WEB & DIGITAL

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INTRODUCTION

When it comes to website design, it's important to focus on more than just the visual design aspects of your website. Sure, you want a site that looks great, but just as importantly, your design should be working to highlight the written content.

While a professional looking website design is vital for success on the Internet, it's only one half of the equation. Well-written copy is just as important as the visual design of your site. After all, it's the copy that directly or indirectly engages the search engines that will drive traffic to your site, and it's the copy that has the power to convert a prospect into a paying customer.

But writing effectively about your own business can be a tough job. Even if you're an excellent communicator, figuring out the best way to write about who you are and what your business offers can be overwhelming.

This eBook will give you some valuable tips for improving your copy to help you get the most out of your website.



IT'S NOT ABOUT YOU

Always place your target market in the centre of your copy; it's not about you, it's about them...

The number one rule for writing great copy is to think about your audience and not yourself. You might think that the story of how you first discovered your passion for business is fascinating, but the person looking to spend money on your product or service isn't looking for your personal history, all they want to know is why they should choose you over your competitor – and you only have a matter of seconds to convince them.

Tell your customer about the end result

Writing copy is not the same as having a conversation; there are no pleasantries or small talk. To write great copy you need to start strong and get to the point quickly. Think about your site visitor. What is their ultimate goal? What information are they looking for? Once you know the answer to those questions, you can focus on creating copy that speaks to your audience effectively.

Every visitor to your website is looking for you to answer one important question: "What's in it for me?" - If you can answer that question, you'll make sales.

You need to clearly spell out the 'end result' of purchasing from your business. When a customer is looking for a dentist, they aren't buying an hour of discomfort in a brightly lit room; they are buying a great smile and pain-free teeth. That end result is what you need to focus on selling, not all the bits in the middle.



2.

EDUCATE & OFFER VALUE

Educational content allows you to deviate slightly from the core text that would normally be on your website. There's no better way to build up your site than with valuable keywords!

In the business world, getting that leg up over your competitors can seem daunting. But why should the 'other guys' get all the sales? Providing educational materials on your site is one of the best things you can do to demonstrate your expertise and win sales. Show your prospects exactly why you are the go-to source for industry insights, and you will become the only one from whom they wish to buy.

Some of the educational material on your website should be readily accessible for public access, i.e. blog posts, product information, or FAQ. Don't give away the whole kit and caboodle though! One of the most powerful conversion tricks for websites is to withhold some of this content, and give it away only to those who ask. Downloadable articles or whitepapers, eBooks, or newsletter subscriptions are all types of valuable, educational content that you can offer to prospects in exchange for their contact details. That simple name and email address could open the door for a personal follow-up so you can make sure those interested prospects become paying customers.





3.

WRITE FOR WEB NOT FOR PAPER

Writing content for the web is different than writing for print – and often far more complicated. Writing for print is still tricky, you have to write clearly, with the right tone, and in a way that reads well, but on the web you also have to:

- find keywords that relate to your industry to help you get found in Google
- incorporate keywords into your copy without them sounding forced
- be more compelling – it's harder to hold a reader's attention on the web
- add powerful 'calls to action' that invite people to engage with the website
- incorporate links, complete with the correct anchor text, to lead visitors through your website
- keep your content fresh, regularly updated and topical
- all while writing for the customer, building trust with your content, anticipating customer questions and making sales.





Some ideas to get you started:

Incorporate questions into your copy to which your audience can relate. The goal here is to get your audience thinking "YES!" So ask questions like "Are you looking for a plumber you can rely on?" As an added bonus, this strategy often allows you to incorporate Google-friendly keywords without even trying.

Think about common problems that your visitors might be expecting you to solve, and issues they might have had in the past with people in your industry. Are your competitors notorious for running late? Include an on-time guarantee to set you apart from the crowd.

Always use positive language. Instead of writing about what you don't do or never do, talk about what you can and will do. Positive language keeps your audience feeling comfortable and builds credibility.

Start with the most powerful facts and expand from there. It's important to make sure you have all the information your customers could ever want or need, but if you don't capture interest in those first few sentences, you'll lose them.

Clearly and repeatedly communicate what makes you remarkable!



TIP: Consider using video on your site – video content builds trust with your audience and improves engagement. Kwik Kopy can help you produce engaging videos.



4.

tone

- Write your content using the same language your audience would use.
- You don't talk to teenagers the same way you talk to a project manager from a big construction company. They are completely different audiences; they have different needs and understand different jargon. Focus on using terminology and sentence structure that matches how your buyers speak. If you use the right language, your audience will feel that you understand them, which is half the battle when it comes to building trust and instilling confidence in your brand.



TIP: If you can, listen in on some sales calls and take note of how customers define their problems - what words they use, and what their hot-button issues are. Use that insight to write copy that speaks directly to those issues. Incorporate the same language that buyers themselves use.



5.

HEADERS

If you decide to produce your own content, you'll need to know a little bit about HTML tags – especially if you want to engage the search engines effectively.

<H1>, <H2> are HTML tags that denote the font for headings in your page. H1 is for the main page title, H2 for the subtitle, and so on. If you use the H1 tag for a piece of text, it will display bigger text than H2 text, which is bigger than H3 text etc.



<H1> HEADING 1 </H1>

<H2> Heading 2 </H2>

<H3> Heading 3 </H3>





Headers are important for your visitors and for Google

Search engines like Google and Bing look for the text in these headers when analysing the ranking data for your website pages. So, if you only use your H1, H2 tags to write generic content like 'Welcome' or 'About us' there isn't enough information for Google (or your customers) to know anything about you. Instead, you should use your headers to incorporate some key words about your business.

For example:

If you are a shoe shop located in Surry Hills, Sydney. Instead of using your header to say 'Welcome' you should write: 'Welcome to Our Surry Hills Shoe Shop'. Now your heading includes words that prospective customers might Google to find a business like yours including 'Surry Hills' and 'Shoe Shop'.

Your H1 tag should:

- appear only once on each web page
- be at the top of your page content
- contain your most important keyword
- help your reader understand what your page is about.

The H2 – H6 tags:

H2-H6 tags are given slightly less priority over H1 but are still important. You often see the H2 and H3 tags being used for sub headings in web pages. These should contain your longer tail keywords.



What is a long tail keyword?

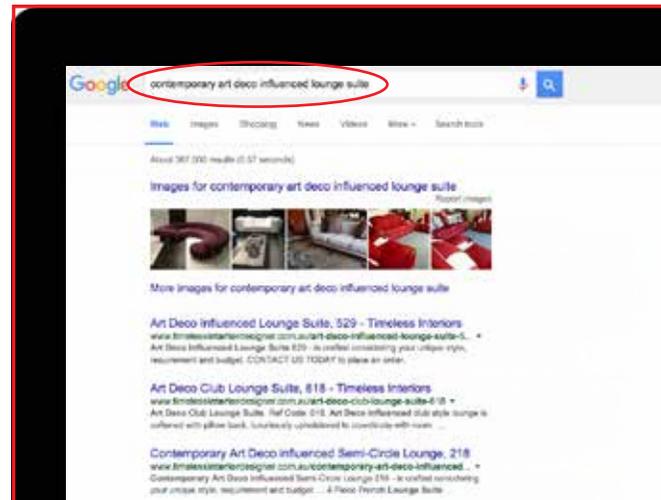
If you're a business that sells furniture, it's not likely that you'll appear in the top spot of an organic search for 'furniture' because there is simply too much competition in that industry. But if you specialise in, say, contemporary art-deco furniture, then long tail keywords like 'contemporary art-deco-influenced lounge suite' are going to help you reliably target those consumers looking for exactly that product.

Using long tail keywords is simply a way of establishing better lines of communication between your business and the customers who are already out there, actively searching for what you provide.

You will draw less traffic with a long-tail keyword than you would with a more common one, but the traffic you do draw will be better: more focused, more committed, and more prepared to pay for your services.



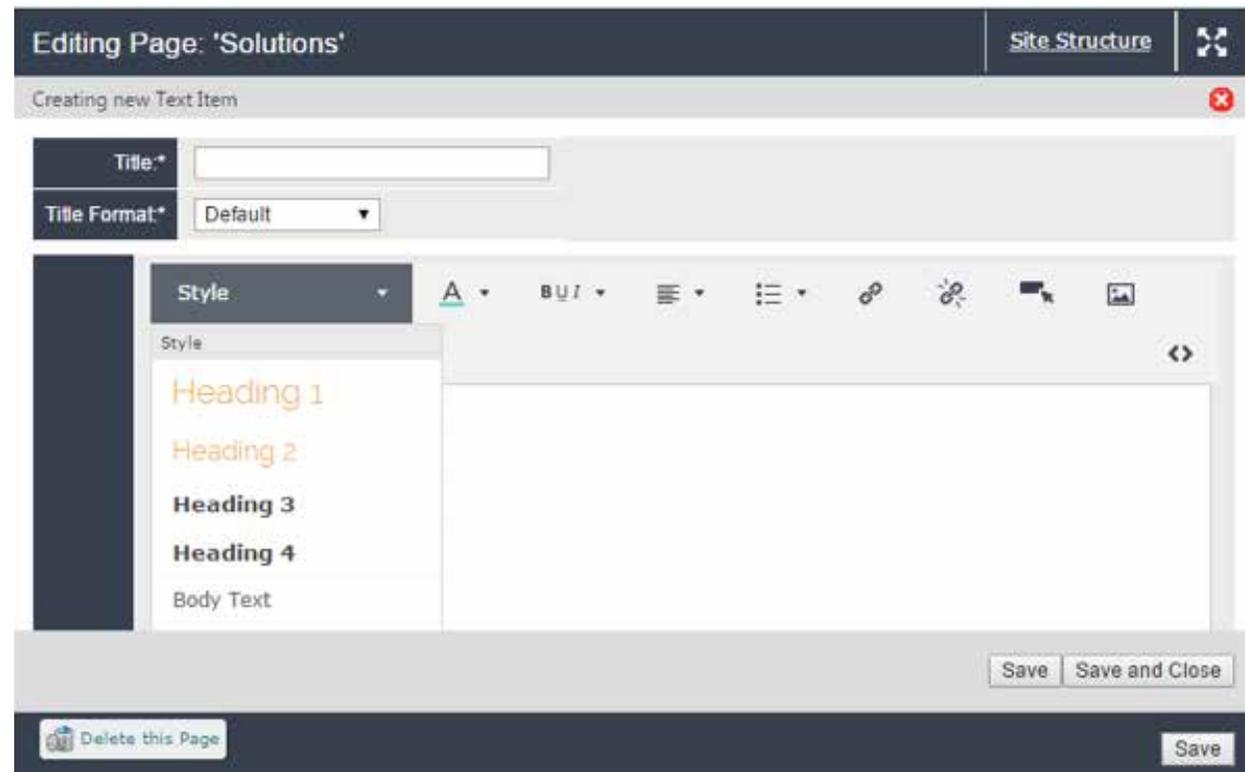
BONUS: Using headers correctly means that you'll break up your text into smaller sections, making it easier for your visitors to read.





How do I add headers in my website?

The exact set up of your content screen will differ depending on which CMS platform your website is built on, but almost all platforms allow you to edit your headers and most will look something like this:

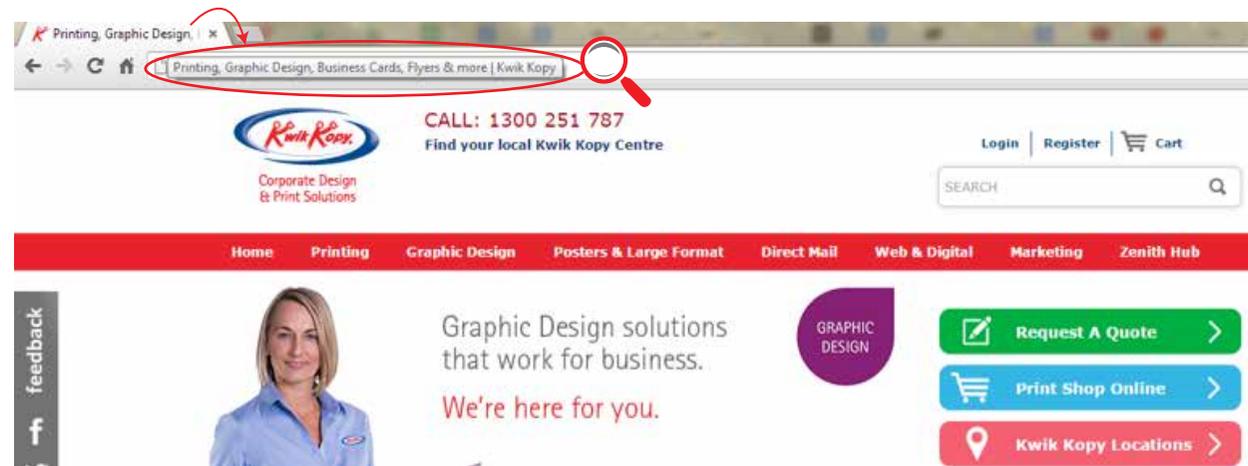




6.

UNIQUE PAGE TITLES, TITLE TAGS AND META TITLES

If you hover your mouse over any of the tabs currently open in your web browser, you will notice a little drop down title - that's what we call a title tag.



Title tags are important for search engines, and the same rules apply as with your headers. Include your business name and one or two key words that are relevant to the content within the page.



Tips to write great title tags

- Title tags should be a maximum of 70 characters long, including spaces.
- Your most important keywords need to be first in your title tag, with your least important words being last in the title tag.
- Keep your important phrases short and simple.
- If your company name is not one of your major keywords, put it at the end of the title tag; if it is one of your keywords, put it first in the title tag.
- Don't duplicate your title tags: each page needs a different title tag. If you have duplicate content on your website, Google will penalise you in the search engine results.
- Make it relevant. Effective title tags are descriptive of the content on the page.
- Keyword Separation: use pipes | to separate important keywords or phrases. Avoid commas, underscores, or any other punctuation.

For Example:

About | Important Keywords | Company Name

or

Important Keywords | About Us | Company Name



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HEADLINES

On average, 8 out of 10 people will read your headline copy, but only 2 out of 10 will read the rest.

Remember, every element of compelling copy has just one purpose – to get the next sentence read, and then the sentence after that, and so on, all the way down to your call to action.

A compelling headline should make an intriguing statement that makes it almost irresistible for your target audience not to read on.

Your headline must:

- be **USEFUL** to the reader
- provide a sense of **URGENCY**
- convey the idea that the main benefit is **UNIQUE**; and
- do all of the above in a **SPECIFIC** way.



TIP: Starting your post title with the words 'why', 'when' or 'how' is a great way to lure your reader in by focusing in on the benefit of reading your content.



SHOW A LITTLE PERSONALITY

People want to do business with people - not companies. Show the human side of your company to gain credibility and build trust. You can do this in subtle ways, like using the term 'we' in your text and using your 'about us' section to showcase the real people behind the company.





9.

SEO COPYWRITING: YOUR FIRST STEP TO A GOOGLE FRIENDLY WEBSITE

These days, there's simply no escaping the fact that Google is one of the key factors to a successful online presence. If your website cannot be found on Google, it will be very difficult to find success online. Once your website is live, be prepared to be inundated with calls from one of the many SEO (search engine optimisation) companies offering their services to get you a better rank on Google.

These services can be very expensive and offer mixed results. Implementing a decent SEO strategy takes time and requires in depth expertise. And, if anyone ever guarantees that your company will be ranked #1 on Google: RUN. It is, quite simply, impossible to guarantee such a thing.

So what can you do to rank better on Google without spending too much money? Engage an SEO Copywriter.





SEO Copywriter

Most small businesses find it worthwhile to hire a professional copywriter from the outset. Your copy is so important that it's worth bringing in a professional, even if it's only to do touch-ups on the content you've already written.

Keep in mind that there are different types of readers – some visitors will want to skim your website in an instant, some will stop on one detail and read in-depth, and others will read every single word you write. You need to cater for all types of reader, and all at the same time.

SEO copywriting is the smartest and most cost effective decision you can make when it comes to organic ranking on search engines.

An SEO copywriter will produce copy that is:

- engaging to your site visitor
- reflective of your brand
- written in the correct tone for your audience
- concise and effective
- Google-friendly.





How does an SEO copywriter produce Google-friendly content?

The SEO copywriter will - at a bare minimum - work on the following aspects:

- Research your business in-depth, including your location, industry and competition.
- Find the most effective keywords and key sentences for your business, products and services.
- Naturally embed the keywords and key sentences within the content so that it is easy for Google to find and still reads naturally to your audience.
- Place the keywords not only within the copy, but also in the coding, including:
 - headers (H1, H2)
 - unique page titles/ meta title
 - meta description.
- Write copy that is sales focused and helps your website to achieve better conversion rates.

Whether you write it yourself or invest in a professional copywriter, the quality of your content will directly influence your website traffic, credibility and conversion rates.

Want to write your website copy yourself? Download our SEO eBook now.

Alternatively, if you'd like help creating Google-friendly content that speaks to your audience, contact your local Kwik Kopy Centre today.





10.

BLOGGING: TURN YOUR KNOWLEDGE INTO TRAFFIC

A blog is a great way to position yourself as an expert in your field, build credibility for your brand and generate quality traffic to your website. Think of it as a journal, explaining something related to your industry without being sales focused. Each new blog post will be a new 'page' of content for the search engines to rank, and any visitors to your site will see that you're knowledgeable, trustworthy and not just going for the hard sell.

The biggest challenge with a blog is updating it regularly. If committing to regular content is a challenge for you, consider hiring a professional to write your blog for you. The only thing worse than not having a blog at all is having a blog that hasn't been updated for months. Google loves recent content.

POWERTASK:

List 5 to 10 questions relevant to your ideal client that you could write a blog about.



KEEPING IT ALL TOGETHER

Great content is one of the most important ways that you can invest in your business, but it is often overlooked by newcomers. We simply cannot stress enough the value of good content because it really does work. Effective copy engages customers, increases conversion rates and improves search engine rankings.

If you don't know where to start with your copy, give us a call to discuss your needs. Our expert copywriters can help you write compelling content that changes the way people (and Google!) see your business.





WANT TO LEARN HOW TO TRANSFORM YOUR WEBSITE INTO AN EFFECTIVE MARKETING TOOL FOR YOUR BUSINESS?

Simply download any of the following eBooks that Kwik Kopy have designed to reveal the secrets of a successful website.



ABOUT KWIK KOPY

Kwik Kopy is a leading provider of graphic design, print, web and marketing services. We deliver practical advice, graphic design and advanced online access to provide superior communication products to enhance your business.

Our promise is to deliver the highest standards of excellence in both the quality of our product and service. We can help you maximise your marketing dollar with attention to detail in design, web and print that will ensure you leave a memorable impression with your target audience.

Kwik Kopy has a proven track record of creating highly effective solutions across a wide range of business and industry sectors. Our goal is to be the most reliable supply partner you work with.

Our team provides a blend of friendly advice together with design, print and digital expertise all aimed at helping you achieve the best results for your business.

Something for everyone.



REQUEST A FREE WEBSITE AUDIT

Does Your Website Pass The Test?

A business website should do more than just list contact details, it should generate results and provide opportunities for customers and prospects to engage with you and your business. **We can provide you with a FREE website audit.** Contact us today or click here:

<http://www.kwikkopy.com.au/web-digital/website-audit>

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