

Website copywriting tips

Before you start writing the text for your website, you need to do some research. Here is a list to make your work easier:

- ✓ Who are your customers/interested parties, how old are they; where do they live; what do they do; what economic class do they belong to?
- ✓ Who are not your customers/interested parties, who do you not seek to be your customers / interested parties to sell to?
- ✓ Who is the person behind your company? Is the text of the introduction written?
- ✓ Who are your competitors?
- ✓ What are your competitors products like; what do their customers write; what do their buyers say about them?
- ✓ How does your competitor sell; where do they advertise; what is their website like?
- ✓ What makes your product different; how can you stand out from the rest?
- ✓ What are the words and phrases that best describe or advertise your product?
- ✓ What challenges are your customers looking to solve? What problem does your brand solve? And in what situation?
- ✓ What guarantee do your customers get; is there a warranty? What are the conditions of the guarantee?
- ✓ What extra services do you offer?
- ✓ What is your company's track record? How do you know what you can do your product?
- ✓ Do you have customer satisfaction reviews from previous purchases?
- ✓ What are some articles or press releases that have been written about your product?
- ✓ Who are your colleagues; how do you want to represent your team?
- ✓ Are there articles, and blog posts that enrich the customer experience from which valuable content can be incorporated into the website?

- ✓ Do you have certifications, product awards, which will enhance the authenticity of your product?
- ✓ Does your product have a few sentences or a long text?
- ✓ Do you have a T&C written; do you have a template for it?
- ✓ Do you have a written Privacy Statement?
- ✓ Do you have frequently asked questions, which you can be answered on the website?
- ✓ Is the ordering information, ordering procedure described?
- ✓ Is the registration process written?
- ✓ Is the order processing procedure written?
- ✓ Details of the value of the products ordered; the delivery charge and the method of payment written? The credit card purchase, bank transfer, personal delivery, cash on delivery all written?
- ✓ Details of the delivery service, the delivery to a customer's home, information about the home delivery service, procedure, the deadline and the fees calculated?
- ✓ Is the right of withdrawal specified?
- ✓ Is the complaints procedure described?
- ✓ Are open positions, recruitment procedures described?
- ✓ Is customer information, policies and procedures set out?
- ✓ Are business rules and regulations written?
- ✓ Is the Energy policy, energy efficiency, and sustainability, formulated?

There is a lot to consider when writing the copy for your website. Feel free to ask our professional team. We are at your service!

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