

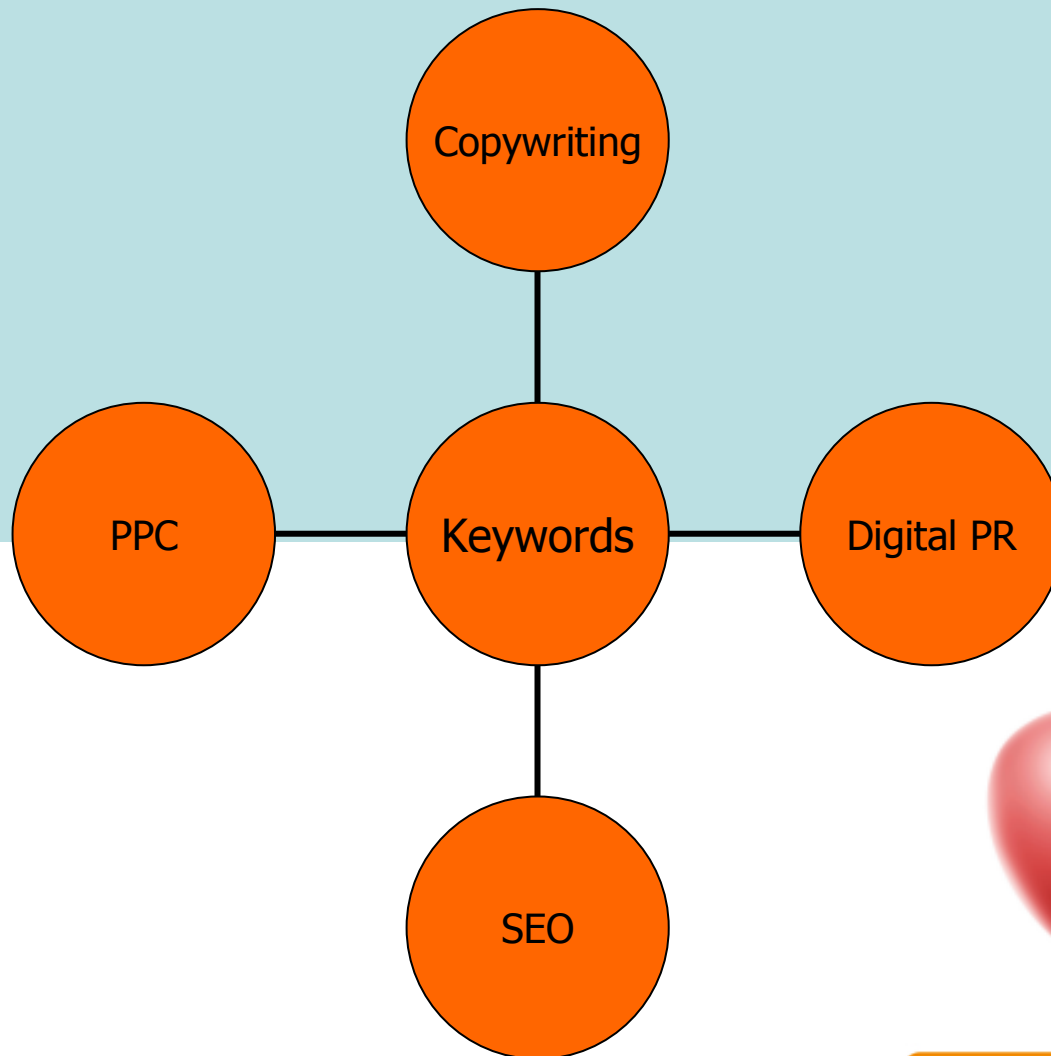
Web Copywriting 2009

Roan Fair
Digital PR Manager



Use the words
that **THEY** use!





Google AdWords Keyword Tool - Windows Internet Explorer

https://adwords.google.co.uk/Select/KeywordTool/External

File Edit View Favorites Tools Help

Google keywords research tool

Results are tailored to English, United Kingdom Edg

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.co.uk/product?id=74893)

Enter one keyword or phrase per line:

web copywriting

Use synonyms

[Filter my results](#)

Selected Keywords:

Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign.

No keywords added yet

[Add your own keywords](#)

Choose columns to be displayed: Show/Hide columns

Keywords	Advertiser Competition	Approx. Search Volume: March	Approx. Avg. Search Volume	Match Type
Keywords related to term(s) entered - sort by relevance				
web copywriting	<input type="checkbox"/>	1,000	720	Add
website copywriting	<input type="checkbox"/>	1,000	720	Add
copywriter web	<input type="checkbox"/>	720	480	Add
copywriting for web	<input type="checkbox"/>	Not enough data	390	Add
web copywriters	<input type="checkbox"/>	170	110	Add
web copywriting services	<input type="checkbox"/>	Not enough data	110	Add
web copywriting course	<input type="checkbox"/>	Not enough data	91	Add
copywriting for the web	<input type="checkbox"/>	46	73	Add
web site copywriting	<input type="checkbox"/>	91	73	Add
web site copywriter	<input type="checkbox"/>	16	28	Add
web copywriting courses	<input type="checkbox"/>	Not enough data	22	Add
copywriting for web site	<input type="checkbox"/>	Not enough data	Not enough data	Add
killer web copywriter	<input type="checkbox"/>	Not enough data	Not enough data	Add
Add all 13				
Download all keywords: text , csv , for excel , csv				
Additional keywords to be considered - sort by relevance				
marketing	<input type="checkbox"/>	4,090,000	3,350,000	Add
advertising	<input type="checkbox"/>	1,830,000	1,500,000	Add
web design	<input type="checkbox"/>	823,000	823,000	Add
graphic design	<input type="checkbox"/>	550,000	450,000	Add
web hosting	<input type="checkbox"/>	368,000	301,000	Add
writers	<input type="checkbox"/>	368,000	301,000	Add
website design	<input type="checkbox"/>	301,000	245,000	Add

Internet | Protected Mode: Off | 100%

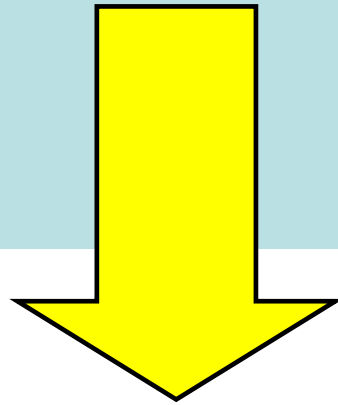
Taskbar: Zippy - Remote Des..., Google AdWords K..., Testlink - Site Adm..., Microsoft PowerP..., vMarket Reports, NCR 5385, Copyblogger How L...

Google Keyword Research Tool

Your new best friend!



And you can find it here....



<https://adwords.google.com/select/KeywordToolExternal>

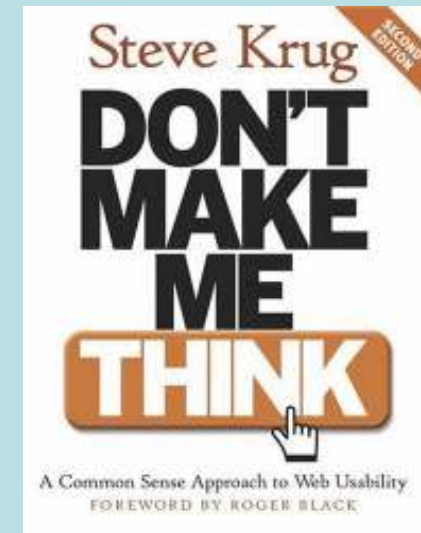
<https://adwords.google.co.uk/select/KeywordToolExternal>



'Three C' Rule

1. Clear – be understood in 4 seconds
2. Concise – keep it tight
3. Compelling – give 'em what they want

Structure...



“Don’t make me think” – Steve Krug

“Let it flow” – Eric Clapton

“Be logical” – Spock



TV Anchor...



1. (Past) "What has happened?"
2. (Present) "What does that mean?"
3. (Future) "What happens next?"



One idea per paragraph...



Identify their headache...

Feel how painful it is...



And then...



Cure their headache



Come to their 'emotional rescue'!

Q: How?

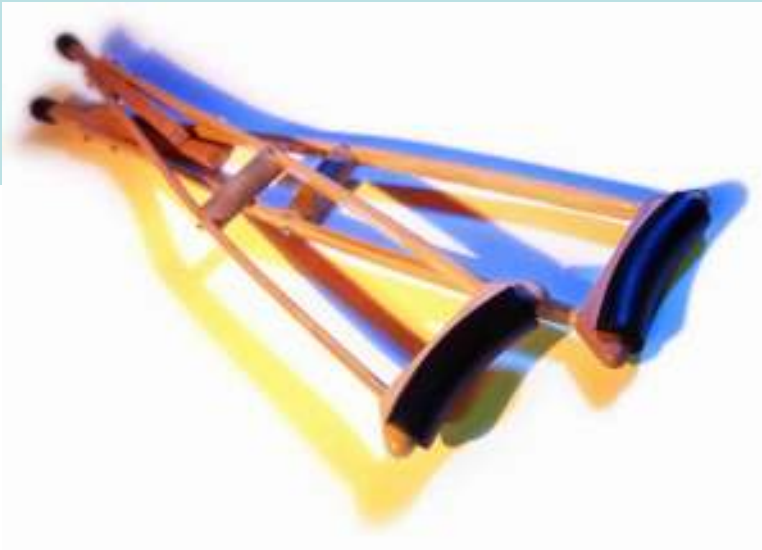
A: Paint with words!



1. Emotion – paint a picture with words
2. Play on their curiosity
3. Underline it with **facts**
4. Keep it punchy and simple

intergage[®]
The Complete Web Marketing Partner

One problem... ...two searches



“broken leg”
or
“crutches”

Visualise...



Picture them nodding in agreement as you describe their problem perfectly...then solve it!

Five-step Strategy



1. What is your readers' **biggest headache**? Feel their **pain**!

intergage[®]
The Complete Web Marketing Partner

Five-step Strategy



2. Why have others failed to solve this **nagging problem**?

Five-step Strategy



3. Why is your solution **different**?
Prove it **works!**



Five-step Strategy



4. Tell them how much **better** their lives will be **with your solution**

Five-step Strategy



5. Calls to action – tell `em
what they need to do!

Bite the bullet!

Use bullets – but not as many as Rambo
Bold or *italics* can ***underline your point***



(* But stay within your culture)

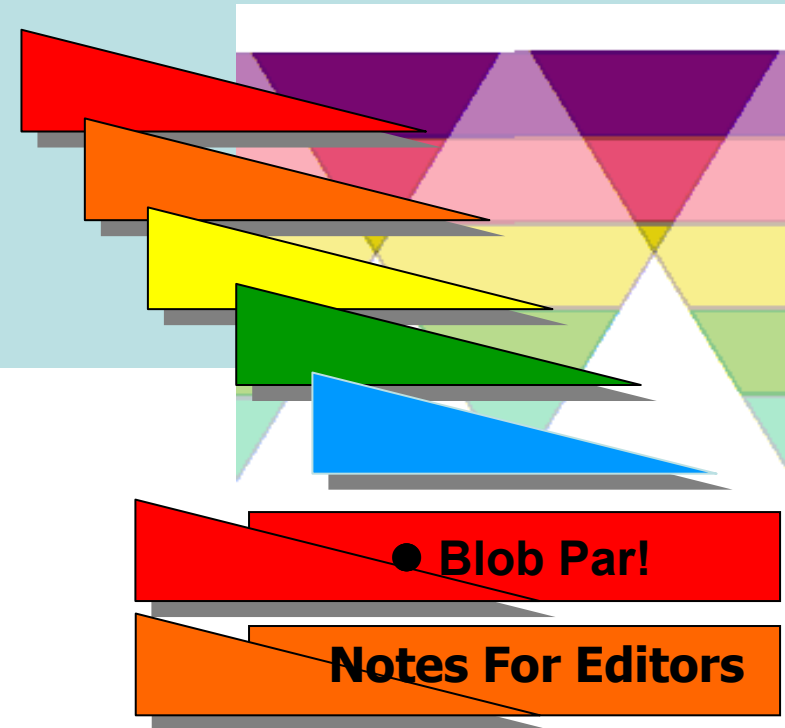


Headlines float your boat...



- H1 They matter for SEO
- H2 And so do sub-headings

Inverted Pyramid



Write about important stuff first

Encourage a response



Give them the chance/means to respond.
Make it easy and irresistible!

1. Use plenty of contact links, details
2. Add email forms



Long v Short Copy?



Long - "You have to tell it to sell it"

v

Short - "Short attention span"

Long v Short – A Solution



Bullet your main ideas...

...then make each bullet a heading...

There is lots more we could talk about if there were more time...



Such as...



- How Twitter and PPC can make you a better writer...
- Gravitas v Corporatespeak dilemma
- Picture power (never forget pictures!)

Thank You!



Any questions?



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