A Practical Guide to Web Page Copywriting

8 Guidelines for Efficient & Effective Copywriting
Prepared by Etna Interactive

To succeed online you must write each Web page to satisfy both the people that see your site and the search engines that will help them to find it. We encourage you to keep the following points in mind as you write:

1. Write 300 to 800 words per page.
The search engines have found that pages with fewer than 300 words will not contain enough information to help searchers. And many search engines will not read more than 800 words on a page. If you have more than 800 words to say on a topic, publish multiple pages. Each new page is a new opportunity for search rankings.

2. Each page must be unique.
Since similar pages only clutter search results, search engine work to actively remove any duplication. Search engines are smart enough to detect even a single sentence copied verbatim from another site. We recommend you borrow inspiration, but not exact wording, from other pages already on the Web.

3. Reference and cite only credible sources.
Plagiarism and copyright violation are significant problems on the web. Source citation can save you a significant hassle down the road.

4. Start with an outline.
Prepare an outline for each type of page in your site and then write following the outline. An outline for a procedure page might look like this:
- Procedure overview or introduction
- How the procedure is performed
- Recovering from the procedure
- Potential risks and complications
- Answers to common questions

5. Use clear section titles and lists.
A clear title and descriptive section headings will guide readers through your pages. Since most people are inpatient readers (most Web readers “scan” pages) you can highlight your most important points by using numbered or bulleted lists.

6. Include important keywords.
It is important to use keywords in your headings and in the body of your text. Use the keywords for which you wish to be found in your writing; avoid ‘keyword stuffing’. If you are not a national business, reference your region often.

7. Include clear calls to action.
You will attract more business through your Website when you actually ask visitors to act. Decide what you want most from your visitors and then ask them for it near the beginning and at the end of each page.

8. Review all text carefully for accuracy.
You are ultimately responsible for the accuracy of all information displayed online in your name, even when you have relied on a member of your staff or third party to prepare the copy on your behalf. Check all text carefully for accuracy.

Professional Copywriting Service
Copywriting can be challenging and time consuming. Call Etna Interactive at 866-374-3762 to learn more about our professional copywriting services.