

TST Website Writing Tips

Whether you are writing website content for a new site, or updating your current site, use the following questions and writing tips as a guide to capture leads, encourage return visits and remain true to your brand and business philosophy.

1. Whose website is it anyway?
 - Write content that speaks to your target audience.
 - Rather than sell, sell, sell – write to develop a relationship with your readers.
 - Ask questions. Write to engage the viewer.

2. What is the purpose of your website?

Before writing your content, consider the following reasons for a site in order to create messages to match your business objectives.

 - Street credibility
 - E-commerce sales
 - Increased retail walk-in traffic
 - Business leads for your services
 - Affiliate marketing revenue
 - Because your competitors are in the web space

3. Does your website interest the reader in 6 seconds or less?

Website content formats include:

 - Ease of identification
 - Consistent business branding
 - Scannable “snack bite” reading (bullet lists, use of bold and italic type, subheads)
 - Call to action
 - Concise, yet informational, writing

4. Is your page easy to read?

Website design enhances the reader experience with:

 - White space
 - Z or F pattern eye flow
 - Clean, uncluttered pages
 - Distraction-less graphics
 - Quick and easy to load pages
 - Ability to resize text through the Internet browser
 - Sufficient contrast between text and background color

5. Use links to explanations of subjects, or industry-specific jargon terms.

6. When writing your ABOUT and PRODUCTS/SERVICES pages, know the difference between features, advantages and benefits when writing your About page.
 - Features are what products have (this is more about you).
 - Advantages are what those features do (still about you!)
 - Benefits, or end results - are what the advantages mean for the reader (Yeah, this is about the reader).

7. Do you have a plan to update the content regularly?
 - If so, is your CMS user-friendly for you or will you have to go through a designer each time you want to update your site?
 - Do you have a content calendar with accountabilities and deadlines to facilitate updates?