

**COPYWRITE YOUR**

*Home Page*

**LIKE A PRO**

# Writing Your Home Page

Your homepage is the foundation of your website. It introduces people to your brand, what you offer, and it's the most frequently visited page on your site.

While every other page on your website is likely to be specialized in one way or another, your homepage should be like a summary and give an overview of what visitors can expect.

Writing the copy for your own website is a unique challenge. This guide should get you started along the right path, and reduce rewrites later that will take time and cost money.

You are probably familiar with writing content; it's informative, engaging and/or entertaining. It's the type of writing used for social media, emails and newsletters and blog posts.

In contrast, **copy is persuasive and intended to *prompt action***. What do you want people who visit your website to do? Common actions are:

- call you directly
- fill out your contact form
- download your guide
- join your email signup list
- make a purchase

Keep that action in mind as you craft every sentence.

# 5 Tips for Writing Good Copy

## 1. Lead with the main point.

Research studies show that you have 3 - 15 seconds to grab your reader's attention, so don't bury the lead. When your visitors land on your Home page, they should understand the point of that page almost immediately, without needing to scroll.

**The Home page should have between 500 - 750 words total.** Aim for 6 - 12 words for your headings, and 50 - 100 words for each of your sections.

## 2. Your customers' wants and needs are all that matters.

Every line of your website copy should be relevant to how you can help your customers. A common mistake is focusing on your business, brand, or qualifications rather than what your visitors care about.

- Your visitors don't care about the unique methodology that drives your business or how you developed it.
- They don't care about your MBA, or that you love yoga and walking your dogs on the beach.
- In most cases, they don't care about your business or lifestyle at all.

They are interested in your business *if and only if* they believe you can help them meet their business' needs and goals.

Harsh, yeah, I know. But it's true. And once you wrap your head around this, your copy will become easier to write and be more effective.

### 3. Write like you are speaking to a friend.

Bad website copy often sounds like a kid pretending to be a business person. It's stiff, formal, and may have unnecessary jargon. It tries too hard to impress.

Good website copy reads like a well-spoken person talking to a friend. It has a casual, straightforward tone and gets to the point without rushing.

Read your copy out loud. Do you have to pause to breathe before you can finish the sentence? That's a sign your sentences are long and complicated. Think about the main points you want to make and then imagine you are just saying that to an average fifteen-year-old.

### 4. Key info should be evident from a 30-second scan.

As your visitors scroll down your home page, they'll want to quickly discern if they've landed in the right place. Answer these:

- What is your offer?
- Why does it matter?
- Who is it for?
- Where can we get it?
- How do we know it works?

Remember: the only thing that matters is your customer's needs and goals, so communicate everything through that lens.

## 5. Identify and consistently use your "brand voice."

How do you want to come across, as a brand? Are your ideal clients lighthearted, casual and humorous? Have your copy match their vibe.

Perhaps your work is of a more serious nature, for instance a legal consultant, in which case the tone should be formal and professional. If your site is for engineers or scientists, technical jargon is acceptable.

Give your brand voice your serious consideration, as it will carry through your entire site and into your social media and email messages. Here's a quick comparison of differences in tone.

Formal	Conversational	Really conversational
<ul style="list-style-type: none"><li>• Greetings</li><li>• Numerous</li><li>• Please accept my sincere apologies.</li><li>• Significant improvement</li><li>• Purchase a ticket today!</li><li>• Enhance your output.</li><li>• It is uncertain at this time.</li><li>• It is recommended that advertisers audit their accounts monthly.</li><li>• Please refrain from sharing this information until further notice.</li></ul>	<ul style="list-style-type: none"><li>• Hey/Hi</li><li>• Lots</li><li>• Sorry about that!</li><li>• Much better</li><li>• Save your spot now!</li><li>• Improve your productivity</li><li>• I'm not sure</li><li>• We recommend auditing your account monthly.</li><li>• Don't share the info until you hear from us.</li></ul>	<ul style="list-style-type: none"><li>• Howdy</li><li>• A boatload</li><li>• My bad</li><li>• Now we're talkin.</li><li>• Get em while they're hot!</li><li>• Get more done.</li><li>• Your guess is as good as mine.</li><li>• Monthly audits are the way to go.</li><li>• Keep it on the down-low until we give you the green light.</li></ul>



# Bad Copy Made Better

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## ✘ Before

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Infants and children who drink water containing lead in excess of the action level could experience delays in their physical or mental development. Children could show slight deficits in attention span and learning abilities. Adults who drink this water over many years could develop kidney problems or high blood pressure.

## ✔ After

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Lead in drinking water can make you sick. Here are some possible health effects of high lead levels in your drinking water:

### Children:

- Delayed growth
- Learning disabilities
- Short attention span

### Adults:

- Kidney problems
- High blood pressure

## ✘ Before

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Flood conditions contribute to the growth and transmission of many kinds of fungi, some of which can cause sickness. Cleanup workers are at increased risk of exposure to airborne fungi and their spores because they often handle moldy building materials, decaying vegetable matter, rotting waste material, and other fungus-contaminated debris. The fungal material is carried into the respiratory tract when airborne particles are inhaled.

## ✔ After

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Be careful when cleaning up after a flood. You may be exposed to and breathe in unhealthy mold in:

- The air
- Damp building materials
- Decaying vegetable matter
- Rotting waste material
- Any other damp debris

# Homepage

## Content Template

CAPTURE ATTENTION  
CONVEY BENEFITS

HEADING: 6-12 WORDS

RELATE TO PROBLEMS

HOW YOU ARE UNIQUELY  
QUALIFIED TO HELP

SUBHEADING: 6-18 WORDS

WHAT YOU OFFER

LINKS TO SERVICES

OFFER A

OFFER B

OFFER C

SOCIAL PROOF

REVIEW: 50-150 WORDS

CALL TO ACTION

CONTACT US