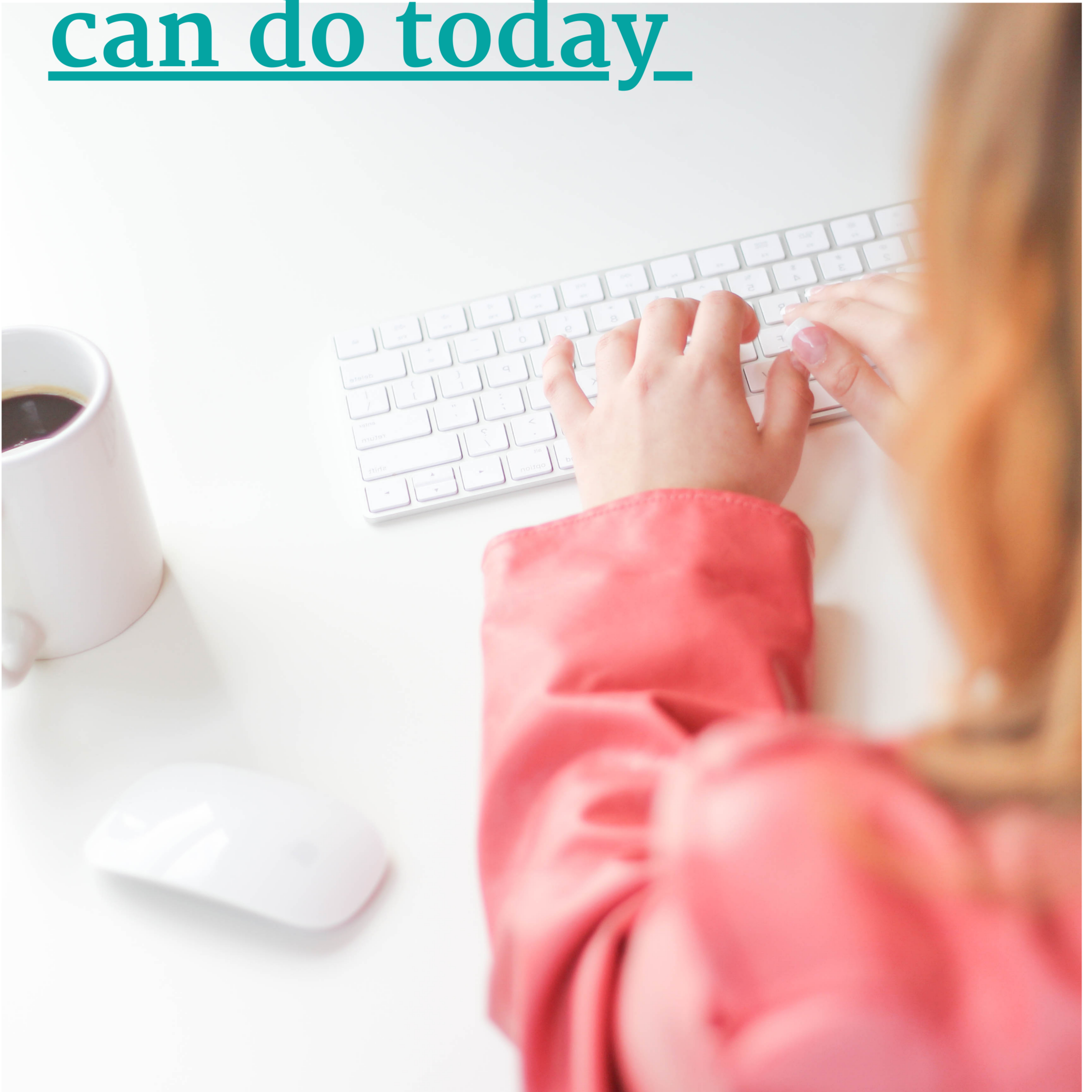


# 3

## simple website copy updates you can do today\_



*Get more people saying "YES" to working with you – implement these simple web copy ideas today.*



ready?

When you're ready to create some persuasive copywriting, you may feel overwhelmed and wonder where to start.

There are three places where your copywriting skills really matter, so start with these.

Once you've mastered these three elements of your website, you can begin tackling other areas of your site.

Let's go!

# 1. Your 'About' Page

## ***Most visited.***

The 'about' page on any website is often the most visited one. That's why it should be clearly labelled. Don't use a cute name in the hopes that more people will click on it. You'll just confuse your website visitors.

## ***Share your journey.***

Your 'about' page should share your journey and explore why you're qualified to help potential clients. Spin your journey into a story format that readers can relate to. For example, if you're a business coach, you might share how you struggled to get your own business started for several years before finding success.

## ***Make it easy.***

By sharing your story, you'll make it easy for your potential clients to relate to you and show them that you're qualified to help





## 2. Your ‘Services’ Page

Your ‘services’ page is your chance to stand out from other businesses that offer similar services. But don’t cram every single service you offer into one page. That will overwhelm visitors and they may leave your website before reading through everything. It makes more sense to have each service listed on a separate page of your website.

You want your service pages to show that you understand your ideal client and can deliver what they need. They you should explain how you work and what end result your ideal client can expect.

For example, if you’re an accountant, don’t tell potential clients that you can manage their social media. That’s vague and doesn’t describe what you can do. Instead, you might tell potential clients that you help them to streamline their accounting so they have more time to spend with family. Focus on the benefit, not the service!

Now, include an easy next step, like joining your mailing list. Direct your visitors to your freebie sign up page with a helpful link, like this one:

===> [Facebook Pixel Cheat Sheet](#) <===,  
(feel free to download!)

By doing this, you stay connected to potential clients that are interested in working with you but aren’t ready to get in touch yet.



## 3. Your ‘Home’ Page

When it comes to your home page, you have less than seven seconds to make your first impression. You want that impression to be a good one.

When someone visits your home page, they should be able to tell immediately if they’re your ideal client or not, from your copy. If you’re a social media strategist that works only with small businesses, then your copy shouldn’t be aimed at large corporations. It should be focused on small businesses and how you can help them. If you’re a solo business owner, don’t use “we” in your copy - there’s no point trying to appear like a large business when you’re anything but.

Your home page is also your chance to state why you’re uniquely qualified to help. Don’t use the same wording as your about page. Instead, keep your qualifications to one or two sentences on your home page. If a visitor is interested in knowing more, they’ll click on your ‘about’ page for the full story.

Next, offer social proof on your home page – it’s really important. If you’ve guest posted on several popular blogs, share their logos. If you have testimonials from prominent clients, post those on your home page. If you’ve been interviewed in a magazine or podcast, be sure to add this information to your home page as well. Before you post your new copy on your website, be sure to have it proofread. An extra set of eyes can help you avoid embarrassing typos and make sure that your copy does what you need it to!

# Focus your thoughts...

## ***Answer these questions:***

1. How are you uniquely qualified to help your clients? Is this information on your about page?
2. How can you put more of your personality into your website or blog so that you stand out from competitors offering the same services?
3. What's the story behind your brand? Does your copy showcase what you offer, or do you need to give it a makeover?

***Your answers will give you an insight into what's needed to refresh your website copy – and encourage more people to buy from you!***



## **QUESTIONS?**

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