

Search engine optimisation (SEO) experts agree that **'content is king'**. While there are many website fundamentals that contribute to a site's success, it's the content that ultimately drives results from both search engines and visitors.

All too often content writing is left to the last minute, making it a website's weakest part. Two common choices that people make in creating content is to duplicate their other marketing material on the website, or delegate content writing to several people. For example, a manager writes the about us page, while the service staff writes the products and services pages.

These methods lead to web copy that is disjointed, inconsistent and confusing. Creating effective web copy is a specialised skill, and in most cases it is worth spending a little more on a website to use a professional writer.

What is the use of a professional site, when it contains poor copy? Bringing a professional writer or editor into the web writing process early can improve outcomes.

### **A professional writer/editor can:**

- **write search engine optimised content.**

Search engine optimisation (SEO) of content is becoming complicated with the increased sophistication of search-engine tools. Now more than ever, clear and concise writing that maintains keyword relevance is rewarded in search results.

- **write content to drive a product or service.**

A successful website is one that has a unique 'voice' that speaks to the 'target' audience. A copywriter can help define and emphasise this voice without losing the focus, or tracking off the message.

- **write clear and concise copy to appeal to a fickle (web) audience.**

The web audience wants its information instantly, without needing to trawl through irrelevant information. A copywriter can eliminate the unnecessary 'fluff', ensuring the message is read loud and clear.

- **ensure copy is consistent.**

Consistency is one of the biggest problems with web copy. Inconsistent copy can be confusing to the reader, particularly as an international audience can visit your website.

- **write a unique marketing strategy for the web.**

The web is a unique marketing tool and requires a unique approach. Simply duplicating material from other sources does not use a websites effectively. For example, the ability to use links to create 'information architecture' is one difference the web has from other mediums.

- **polish content ready for publication.**

You might not be able to see the errors in your own copy, but you can be sure that your readers will find them. It is important that errors are removed to maintain a professional image.

A professional writer can help you say what you want to say as effectively and efficiently as possible. For web copy this is vital, because a visitor will only stay on your site as long as it they find it valuable.

**If your web copy confuses the reader, then they can easily click away never to return. Can you afford to lose visitors through poor content?**