

Rebrandable Newsletter Copy 3 (long article)

WEB CONTENT: Stand out with a professional edge

Long gone are the days when having a web presence was all that was needed for online success. The web is now loaded with websites offering every imaginable service and more are being launched every day.

Most end up on the scrap heap after failing to attract traffic or, when they do, failing to keep visitors on the site.

But it is not all doom and gloom. The right website, appealing to the right audience and delivering the right message can succeed, because the traffic is out there and it is growing every day. Still there is a lot that websites must get right.

It is important that your website delivers a message that your readers want to hear. Because it is a very fickle audience who can easily click away if your site does not maintain their interest. That is where a professional writer can help.

A specialised web writer can help to define and deliver your message so that it finds and appeals to the target audience. A professional writer can:

- write search engine optimised content.
- write content to drive a product or service.
- write clear and concise copy to appeal to a fickle (web) copy.
- ensure copy is consistent.
- write a web-specific marketing strategy.
- polish content for publication.

As well as developing strong web content, a professional writer can dip into their arsenal to provide copy for many online marketing strategies; including blog copy, newsletters, articles and press releases. Each medium requires a different style to succeed.

Blog copy should be conversational, opinionated and above all up-to-date. The most successful blogs are short, but with a lot to say. Alternatively, article writing is usually strongly structured and analytical, but requires a hook. Articles are usually authoritative and backed by strong research.

Press releases are written with the primary purpose of enlightening the reader about a specific event, product, or information. Its target is on who, what, when, where, why and how of the subject, which is the same focus as a journalist.

A professional writer can bring all these strategies together and structure your website's message to appeal to your target market.