

Rebrandable Newsletter Copy 2 (Short Article)

PROFESSIONAL WRITERS: WHAT THEY OFFER YOU...

Content is a vital part of a complete web strategy. With the increasing sophistication of search engine tools and web-savvy visitors, it is more important than ever to have quality, search engine optimised (SEO) copy that's easy to read.

(Company name) knows the importance of professional copy, so it is now offering copywriting as part of its web solutions. A professional writer/editor can bring expertise to a part of the development process that is usually weak. Content development is usually the last thing considered, or rush, which results in a poor outcome.

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) audience.
- ensure copy is consistent.
- write a web-specific marketing strategy.
- polish content for publication.

Without professional copy your website is put at a disadvantage and can cost you more than just sales. It can cost your website a place in the online community and leave it struggling along with the hundreds of thousands of websites launched each year.

(Company name) copywriters can create all your content requirements, from SEO web copy to press releases. Please contact us ([*link*](#)) if you are interested in our new copywriting service.