

Every web professional knows the phrase “Content is king.” A gorgeous web site is nothing without meaningful content. You will be providing Cruxwire Web with the copy/content for your web site, so the task of creating great content is in your hands. If writing isn’t your thing, consider hiring a professional copywriter, preferably one with a specialty in web copy. If you will be writing your own copy, please consider the important tips below. To help get you started on your web copy, use your existing marketing materials to inspire you. You may have some great bits already.

- *Use plain English.* Leave out jargon and explain any technical terms you feel you must have in the copy. You never know who may wander across your site as a potential customer, and if they can't understand what you are saying or are frustrated trying to do so, they will go elsewhere.
- *Be succinct.* Web copy should have half the word count of conventional writing.
- *Make pages scannable.* Web users don't read pages, they scan them. Use meaningful headings, bulleted lists, and highlight important phrases.
- *Leave out subjective, hype-ridden marketese.* Web users don't stay on pages long. Catch them with the information they are looking for by giving them the straight facts rather than driving them away with hype that also destroys your credibility.
- *Use keywords.* Keywords are crucial to being search-engine friendly, so make sure your copy uses your keywords. (See page 8 of the Web Planning Guide for more information about keywords.) Be careful not to overdo it, though. Well-written copy will naturally be keyword-rich. Don't create awkward or irrelevant copy in order to use more keywords. Write your copy first, and then proof it for keywords after, adding or substituting additional keywords where they fall naturally and meaningfully.
- *Keep your writing positive,* especially your headlines. You want to create good feelings in the reader.
- *Get to the point quickly.* Frontload your pages, paragraphs, and sentences by putting the most important information first.
- *Research web writing practices on the internet.* There's a lot of good information out there to help you.
- *Proofread your copy* more than once, using more than one person. Cruxwire will lightly proofread copy as we add it to your web pages, but the responsibility for providing well-written, error-free copy remains with the client.

For more information, check out this well-written, research-based guide to writing web content.

<http://www.usability.gov/pdfs/chapter15.pdf>

Please note that content development doesn't end when your web site is launched. Developing your original content can be a substantial bit of work and it shouldn't ever be that much work again, but it's important to keep your site fresh. Plan on writing some new content for your site regularly—biweekly or monthly. This could mean adding news bits, publishing a new article, or spotlighting a new product or service. It doesn't need to be long, it just needs to be fresh to keep people coming back.