

# How to Write Engaging Copy

### 1. Use the active voice

When you use the active voice, you should tell the reader how a product could help them, not that it will help them. It is less aggressive and far more powerful. Sentences that follow this structure are easier to understand and are naturally more interesting. For example:

*"We wrote our new ebook to help you work smarter, not harder."*

vs.

*"The new ebook written by our company can help you work smarter instead of harder."*

The first sentence is not only shorter, but easier to follow.

### 2. Remember the important details

Who, what, when, where, why, and how are critical for all good copywriting, not just journalism. Your readers want them because they make your copy real, concrete, and trustworthy.

### 3. Learn to write powerful headlines

All your copy is worthless if your headlines don't entice visitors to click-through and read further. Use these resources from Copyblogger to help you write headlines that grab attention:

- <http://www.copyblogger.com/magnetic-headlines>
- <http://www.copyblogger.com/how-to-write-headlines-that-work>

### 4. Make it skimmable

Readers online don't read word for word. Instead, they scan to find what they're looking for faster. Making your copy and content easy to skim gives them what they want, keeps their attention longer, and is easier for everyone to read.

Use a variety of formatting techniques that break up the text and draw the reader's eye down the page. Some of the best ways to make web copy skimmable are:

- Use several headings and subheadings
- Create bulleted and numbered lists
- Vary sentence and paragraph length

# Advansys Fact Card (Continued)

## 5. Be concise

People have shorter attention spans than ever. Use short sentences, short paragraphs, and short overall messages to hold their attention.

## 6. Use short words

Simple words communicate better than big words and complex language. Stick with short uniquely English words instead of more complex Latin-based words. For example:

- show vs. indicate
- help vs. assist or facilitate
- get rid of vs. eliminate
- best vs. superior

## 7. Don't worry so much about keywords

They're still important for search engine optimisation, but the goal of every search engine update is to improve the algorithm and return the best results. When you write SEO copy primarily for your audience, not search engines, you help them reach that goal.

## 8. Use positive language

If you use negative words, that's usually what people remember. Rewrite the sentence to use positive words. For example, "Don't get left behind" might become "Get ahead of the competition." Or "Your child can break bones if they are not protected" should be "keep your child safe with child safety equipment"

Sometimes negative language is necessary, and sometimes it adds variety to your copy. But overdoing it can leave a negative impression.

## 9. Make it feel like a conversation

People don't want to be sold to. Tone down the hype and write your web copy like you're talking with your ideal customer face-to-face. Your audience can tell the difference, and will be more likely to participate.

## 10. Back up your claims!

Logic influences the decisions you want your visitors to make as much as emotion does. Use relevant new stories, statistics, and credible sources to prove what you say.