

Plan Your Resources

Time estimate:

You should plan for 2-4 hours per page for writing and reviewing content. A 16-week project generally allows around 3 weeks for this to be completed. It is common to underestimate the time it takes to write website copy. Give yourself enough time and set yourself up for a successful launch.

Understand your internal approval procedure:

Know your internal steps for approval. Do you need legal or marketing to sign-off? Identify who will be responsible for each page's content and who will need to be consulted to get content "approved".

Foundational elements:

We recommend having writing foundations completed before starting the web copy process:

- Personas and buyers' journey
- Writing style guide
- Keyword research

Web Elements To Consider

Character limits:

If you decide to write your own copy, our team will provide you with character limits based on web best practices. It is important to keep text within these limits. Less is more. Users skim-read headlines. Spend time curating what is most important.

Page titles:

Page titles should be short and compelling, include relevant keywords, and give a clear indication of what the page contains. You must also pay attention to character limits for all headings.

Linking:

You must implement strategic cross-linking throughout the website to ensure a smooth user experience.

Meta descriptions:

Meta descriptions should clearly state what the page is about, include relevant keywords, and stay under 155 characters.

Writing Best Practices

Stay customer-focused:

Write for your users (not your company). Remember, they don't care about the company; they care about what the company can do for them. [Click here to read our blog about customer-focused writing.](#)

Determine a page goal:

Each page should have one primary goal. Know what you want the page to "do." Having too many purposes or calls-to-action makes things more confusing for the user and is less likely to convert leads.

Include the button copy for CTAs and provide the link during the writing process. You don't want the project to be delayed due to un-written copy.

Perform a quality assessment (QA)

Proofread, checking for grammar, spelling, and flow. You can use a free tool like Grammarly to ensure there are no mistakes. Someone other than the person who wrote the copy needs to thoroughly proofread to catch any mistakes.