

How a Copywriter can improve your website

Everybody needs a website. Without one, you can't compete in today's economy. But just having an online presence isn't enough. You need to know what to write on a website: the right words to convey the message you want to send customers – existing and potential ones. You need an Internet copywriter who can not only turn a phrase, but also write copy that will say exactly what you want to say.

Working with a copywriter can greatly improve your website in the following ways:

◆ **Your website will be clean.** The Internet is full of websites with typographical and factual errors as well as writing that is so unprofessional you wonder how those companies ever got off the ground, let alone stay in business. A copywriter knows the language and will write copy that is free of grammar, spelling and punctuation errors. The result: no poor writing that might alienate new or existing customers/clients.

◆ **Your website will be found online.** A copywriter knows that the key to being found online is using the concept of Search Engine Optimization. It's a type of writing in which keywords are used within the copy that will be found and ranked by the search engines. A copywriter seamlessly integrates the keywords you want to use into the copy in such a way that the search engines won't eliminate your site from being ranked.

◆ **Your website will attract and keep new customers/clients.** Whether it's the copy on the home page or a blog related to your site, a copywriter will write copy that will attract people to your website, thus increasing the chances they take advantage of your products/services. Once you've won them, a copywriter can write about the great, new and wonderful things happening, thus keeping them informed.

◆ **Your website will accurately depict your message or story.** One of the worst possible scenarios is for your website to inaccurately inform each visitor what you're about, what your company is about, what your products and services are about, or what your message is. Websites also tell the story behind the company, and it would be a nightmare if it wasn't told in the most engaging, creative and correct way. A copywriter ensures your story or message will remain on point.

For more information please call Warren 818 281 7628 or go to www.TAPSolutions.net.