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5 TIPS FOR CRAFTING WEBSITE COPY THAT CONVERTS

When a prospective customer visits your online store, you've got less than a minute to convince them they've come to the right place to buy what they're looking for. Here are five tips to help you craft copy (text) that converts your visitors to customers without sounding like a sales pitch.

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1 KEEP IT CONVERSATIONAL

Your personality shines through in a real-life conversation, and you can achieve the same effect in your ecommerce store by paying attention to the words that energise and excite your customers.

2 MAKE IT PERSONAL

By using specific language that appeals to your target audience, you'll rank higher in results for the most relevant search terms. That means you're more likely to attract genuinely interested customers—the ones who are most likely to make a purchase.

3 BUILD TARGETED LANDING PAGES

For each campaign, product line or audience segment, build a landing page that contains exactly what they need to know. The easier it is for your customer to sign up to your mailing list or buy your products, the more likely they are to follow through.

4 TELL STORIES THAT SELL YOUR BENEFITS

Instead of just listing all the features of your products, paint a picture that shows your customers how the products will bring them the popularity, prosperity or pleasure they're seeking. That's what they're buying—the dream.

5 REASSURE YOUR CUSTOMERS THAT ANY CONCERNS ARE UNWARRANTED

By proactively explaining how you offer the best value or service at your price point, customers are less likely to go searching for a better deal elsewhere, and more likely to trust that your business is looking out for them.

The ecommerce stores with the highest conversion rates got there by writing copy that really spoke to their customers. You can do the same by following these tips and tweaking it to perfection with A/B testing and other optimisation tools.