How to write killer copy for your website

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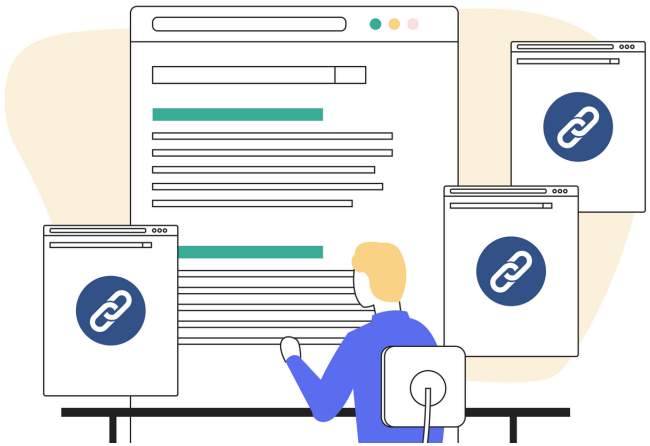


Agenda

The science bit

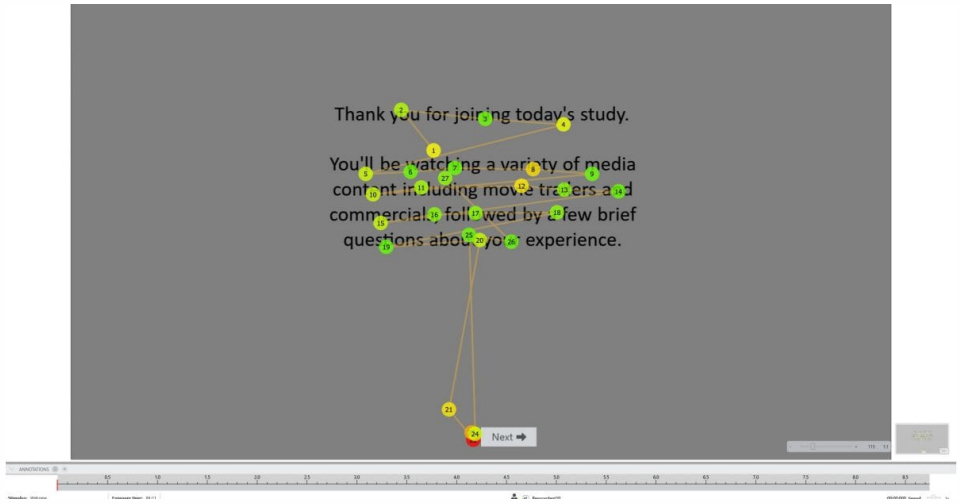
7 Rules for killer copy

- Concise
- Scannable
- Objective
- Human
- Emotive
- Dangerous
- Witty

The science bit

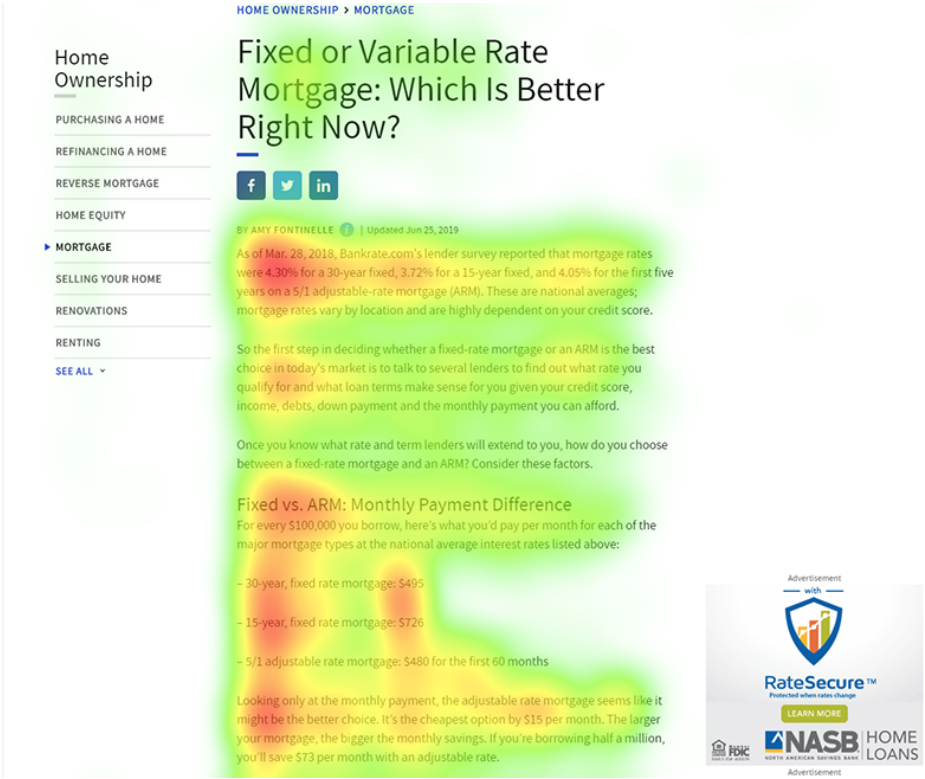
How we read

(Clue: not linearly)



People don't read online.

They scan. Only 16% read word-by-word.



Concise, scannable and objective

Combined version using all three improvements in writing style together: concise, scannable, and objective	In 1996, six of the most-visited places in Nebraska were: • Fort Robinson State Park • Scotts Bluff National Monument • Arbor Lodge State Historical Park & Museum • Carhenge • Stuhr Museum of the Prairie Pioneer • Buffalo Bill Ranch State Historical Park	124%

7 Rules for killer copy

Concise

As few words as possible, but not fewer

- Short words, short sentences, shorter paragraphs
- Fewer punctuation and acronym speed bumps
- Plain language
- Avoid the passive voice
- Use Hemingway and Grammarly

About **NN/g**

We are a UX research and consulting firm trusted by leading organizations world-wide to provide reliable guidance on user experience.

Founded by Pioneers of User Experience

Our founders, Jakob Nielsen and Don Norman, are recognized around the world for their leadership in defining the field of UX. Together, they founded Nielsen Norman Group, an elite firm dedicated to improving the everyday experience of using technology. Learn more about our history.

Don Norman

*Author of the watershed book **The Design of Everyday Things** and coined the term "User Experience" in the early days at Apple. Don Norman was recognized as the "Guru of Workable Technology" by Newsweek.*

Jakob Nielsen

*Author of the quintessential usability checklist **10 Usability Heuristics** and an early champion of usability testing, Jakob Nielsen was recognized as the "Guru of Usable Web Pages" by the New York Times.*

Our Approach

Research-Based

We find out which designs work best by studying real users around the world as they interact with actual websites and applications. We believe it is more important to rely on what users actually do, rather than what they say they do.

Our findings help teams and brands improve their UX designs and ultimately create a better experience for their users.

In our 20 years in business, we've evaluated thousands of websites and applications, and consulted for leading brands in virtually every industry.

Spreading UX Knowledge

We share our research findings to help designers and teams improve user experiences, through:

- A **free library of over 1000 articles** including research findings, guidelines, and UX methods
- **Research reports and books** with in-depth findings
- Training seminars at the **UX Conferences**, which have been attended by more than 40,000 practitioners from 102 countries
- An exam-based **UX Certification** program with more than 5,000 graduates since 2014
- **Online Seminars** for targeted, accessible learning

Scannable

Get to the point

- Clear, noticeable headings and subheadings
- Front-load information with an inverted pyramid
- Use bulleted lists and bold text to highlight key information

Objective

Build trust to be persuasive

- Write for your reader, not your boss
- Truthiness: facts, links, data
- Avoid hype words
- Don't weasel

HP ENVY

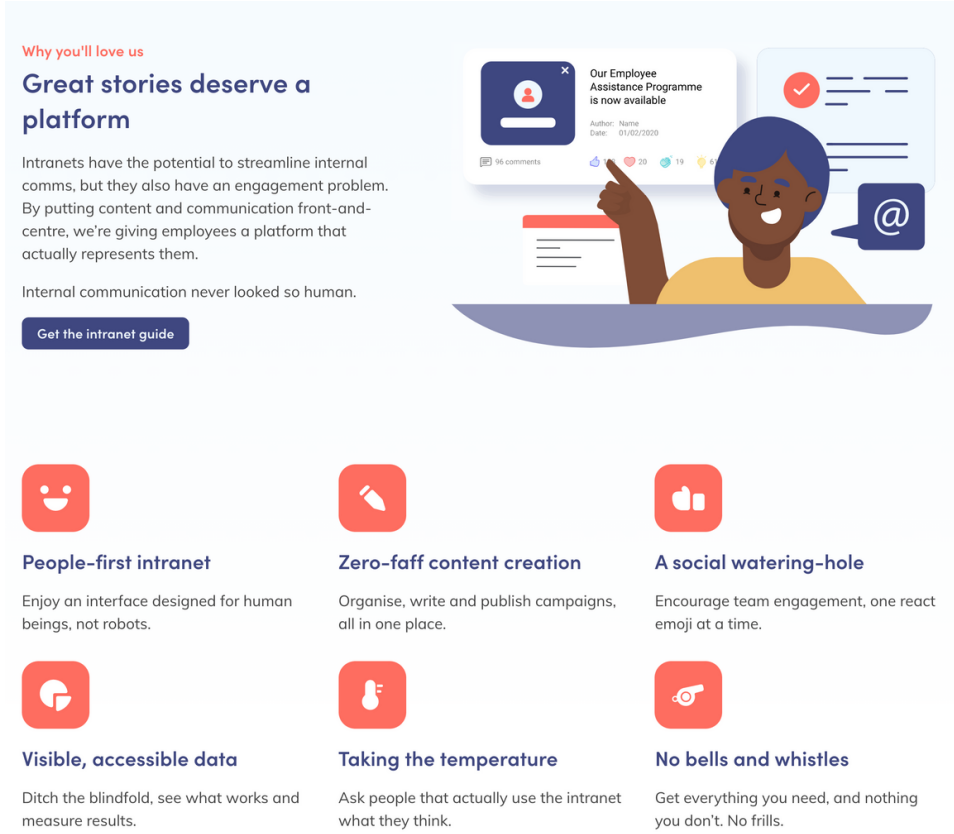
Connect. Create like never before.

Constructed from 3D-pressed alloys, the premium ENVY family is built to work all day and create all night. With fast-charging, long-life batteries and killer audio, it's equally at home in a lecture theatre to the living room.

Human

Like our friends at Ripple Intranet

- First person - we or I
- Conversational - hello you!
- Everyday phrases



Emotive

Get the reader's attention

- Choose emotional words
- Language of the senses
- Social proof
- Adopt a writer persona

TITLE: 10 **proven** tips that will make you a **financial guru**

BENEFIT: feeling smart, feeling wealthy

TITLE: **Indulge** yourself with these delicious dessert recipes

BENEFIT: feeling pampered, entitled

TITLE: Learn how to present to a room **confidently**

BENEFIT: confidence, safety, control, learning something new

Dangerous

Safe is the opposite of good

- Man in the mirror problem
- Kill your darlings
- Cut the corporate BS
- Eliminate pious throat clearing

About the Microsoft Business Group

Unleash Your Business Innovation Agenda

The Cognizant Microsoft Business Group (MBG) has a singular purpose—advancing your business modernization agenda with focus, simplicity and scale. MBG is an end-to-end Microsoft-centric cloud solutions and managed services provider who leverages extensive experience and IP to deliver constant innovation and business value, powered by the Microsoft platform.

Our specialized and innovative team of experts are committed to guiding you on your perpetual journey as a digital disruptor by employing modern technology solutions that free you from the constraints of legacy platforms and adapt with your business over time. MBG addresses your transformation journey from a business-first viewpoint and delivers platform native solutions across the Microsoft Cloud: Azure, Microsoft 365 and Dynamics 365.

Moving to a fully digital business requires the adoption of a new operating model. At the core of our approach is GO, a platform native, ready-to-use digital operating model that supports customers at each step of their unique modernization journey. GO is underpinned by MBG's 10vū™ assessment platform and the Drivetrain™ deployment engine.

Witty

Reward the reader who pays attention

- Easter eggs*
- Rhetorical devices
- Cultural references

* See ISO 3101:1980

Inbound marketing and websites for B2B technology companies

Nothing is too complicated.
Except love. And time machines.

Get our free guides:

Marketing Websites

Articulate Marketing

Thank you!

Let's talk: www.articulatemarketing.com/meet

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www.articulatemarketing.com

Sources

How we read: https://imotions.com/blog/reading-eye-tracking/
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