

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



People don't read online.
They scan. Only 16% read word-by-word.

HOME OWNERSHIP > MORTGAGE

Home Ownership

- PURCHASING A HOME
- REFINANCING A HOME
- REVERSE MORTGAGE
- HOME EQUITY
- MORTGAGE**
- SELLING YOUR HOME
- RENOVATIONS
- RENTING
- SEE ALL

Fixed or Variable Rate Mortgage: Which Is Better Right Now?

BY AMY FONTINELLE | Updated Jun 25, 2019

As of Mar. 28, 2018, Bankrate.com's lender survey reported that mortgage rates were 4.30% for a 30-year fixed, 3.72% for a 15-year fixed, and 4.05% for the first five years on a 5/1 adjustable-rate mortgage (ARM). These are national averages; mortgage rates vary by location and are highly dependent on your credit score.

So the first step in deciding whether a fixed-rate mortgage or an ARM is the best choice in today's market is to talk to several lenders to find out what rate you qualify for and what loan terms make sense for you given your credit score, income, debts, down payment and the monthly payment you can afford.

Once you know what rate and term lenders will extend to you, how do you choose between a fixed-rate mortgage and an ARM? Consider these factors.

Fixed vs. ARM: Monthly Payment Difference

For every \$100,000 you borrow, here's what you'd pay per month for each of the major mortgage types at the national average interest rates listed above:

- 30-year, fixed rate mortgage: \$495
- 15-year, fixed rate mortgage: \$726
- 5/1 adjustable rate mortgage: \$480 for the first 60 months

Looking only at the monthly payment, the adjustable rate mortgage seems like it might be the better choice. It's the cheapest option by \$15 per month. The larger your mortgage, the bigger the monthly savings. If you're borrowing half a million, you'll save \$73 per month with an adjustable rate.

Advertisement with RateSecure™ Protected when rates change LEARN MORE NASB HOME LOANS NORTH AMERICAN SAVINGS BANK

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 worldwide 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

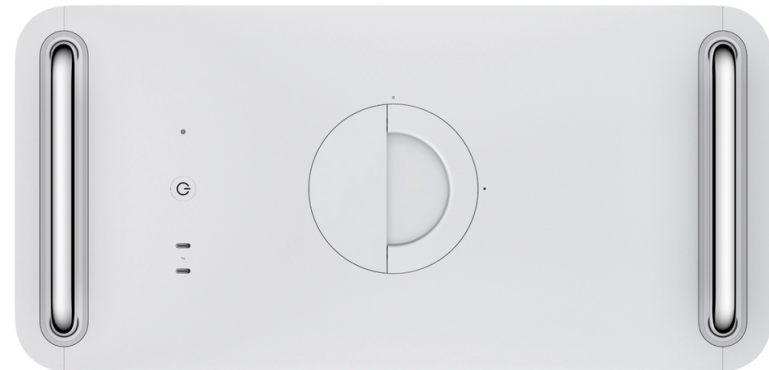
Get to the point

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

ALL-NEW DESIGN

Function defines form. Every aspect of Mac Pro is designed in pursuit of performance. Built around a stainless steel space frame, an aluminium housing lifts off, allowing 360-degree access to every component and vast configuration. From there anything is possible.

[Learn more about the design of Mac Pro >](#)



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

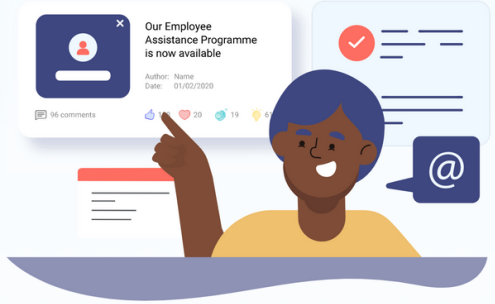
Why you'll love us

Great stories deserve a platform


Intranets have the potential to streamline internal comms, but they also have an engagement problem. By putting content and communication front-and-centre, we're giving employees a platform that actually represents them.

Internal communication never looked so human.

[Get the intranet guide](#)




The illustration shows a person with blue hair and a yellow shirt pointing at a digital interface. The interface displays a notification: 'Our Employee Assistance Programme is now available' with a close button (X), author name, date (21/02/2020), and engagement metrics (96 comments, 20 likes, 19 shares, 6 reactions). There are also icons for a checkmark, a speech bubble with an @ symbol, and a document.




People-first intranet

Enjoy an interface designed for human beings, not robots.




Zero-faff content creation

Organise, write and publish campaigns, all in one place.




A social watering-hole

Encourage team engagement, one react emoji at a time.




Visible, accessible data

Ditch the blindfold, see what works and measure results.



Taking the temperature

Ask people that actually use the intranet what they think.



No bells and whistles

Get everything you need, and nothing you don't. No frills.



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



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](#).

Dangerous

Safe is the opposite of good

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



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](#)





That's all Folks!



Thank you!

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Sources

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

How users read online: <https://www.nngroup.com/articles/how-users-read-on-the-web/>

<https://www.nngroup.com/articles/how-people-read-online/>

