

□ Consider your meta data

- Be aware of character limits
- Show users what they'll find on your webpage
- don't just focus on adding keywords



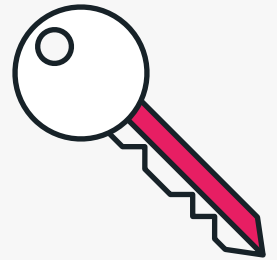
□ Use headings

- Keep them short and punchy
- Use headings to direct the reader through your content
- Tell the user exactly what they're going to read about next



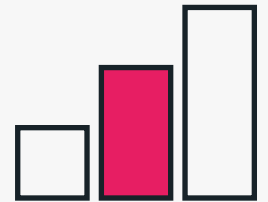
□ Clarity is key

- Cut out waffle and filler
- Use simple language
- Avoid jargon or industry terms



□ Features tell, benefits sell

- Focus on how your offering benefits the user
- Address your customer's pain points
- Dont list feature's without tying them to user's needs



□ Don't forget tone of voice

- Keep your ToV consistent across your content
- Know who your audience is
- Speak to you users in a way that resonates with them



□ Nail your CTAs and microcopy

- Make it easy for users to complete actions
- Use buttons to tell users what to do next
- Provide instructions to make forms easy to fill in



□ Use social proof

- Include customer testimonials
- Feature reviews and trust ratings
- Leverage your social media

