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
- Don’t list features 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 your 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