



3 QUICK TIPS TO INSTANTLY IMPROVE BLAH WEBSITE COPY



Break Grammar Rules



Start sentences with "And."

And use one-word sentences for impact.

See?

I betcha just read that.

Easy-To-Read Chunks

Make your website scannable so people can find important info easily.

Use white space.

Keep paragraphs short.

Break your writing up into sentences of varying lengths.

Use concise vivid headlines.

Subheadings.

Bulleted lists.

Bold important words.



Use Conversational Words

Plain language can be understood the first time your audience reads or hears it so focus on fewer complex words for better readability.

Trying to sound smart has the opposite effect.

Ask yourself, Is there an easier, tighter way to say this?

