

Website Content Example

Much website content is focused on the sponsoring organization, NOT on the prospective client. This is a recipe for failure. Failure to communicate a compelling message. Failure to engage prospective clients. Failure to convert prospects into real, paying clients.

Below, I have provided an example of an organization-centered web copy in which I have added editorial comments in square brackets. This is followed by an improved version. Which one would you rather have your website visitors read?

Original Copy with Comments

Let Hard Water Plumbing Services Handle All of Your Plumbing, Cooling and Heating Needs

Hard Water Plumbing Services is a locally owned and operated service [*why should this matter?*] and sales company specializing in plumbing, heating and a/c [*“a/c” stands for what?*]. We provide superior service [*what does “superior” mean?*] and pricing [*does “superior pricing” mean high or low prices? How low?*] and have quickly established ourselves as [*proofreader needed!!*] the ‘go to’ company here in Swamp City. We have over 15 years of experience that will benefit you in both quality and savings [*just how does 15 years’ experience benefit you? Sentence is much too vague.*]. We’re able to quickly assess any situation and provide you accurate estimates and efficient timelines [*You would expect this of any company that you would consider—doesn’t differentiate from competitors.*]. We’re fully licensed and insured [*Wouldn’t you hope so?*] and we’re a preferred vendor for several major Home Warranty companies including Old Republic, American Home Shield, First American and many more.

We also pride ourselves on maintaining a great staff of technicians. They are trained to service and repair all jobs, both big and small, and are up to date with the newest technology and product lines. Our team brings years of experience and all have met the rigorous demands required to be part of the Hard Water team. Simply put, we have the best talent available in Swamp City and it’s

reflected in both their work and professionalism. When we show up at your home or business, we come prepared. Our team maintains a great working attitude and will treat you and your property with the respect it deserves. [*This entire paragraph is company-centered. You might be able to infer that well-trained technicians benefit you, but this is all rather vague, self-serving puffery. It's all about the company, not about your needs.*]

Improved Version

**Have a Plumbing Emergency? Need a New Installation?
Call Hard Water Plumbing Services for All Your Plumbing, Heating,
and Air Conditioning Needs!**

555-123-4567

- **Free estimates!** And we guarantee our final price to be within your pre-approved estimate.
- **24/7 service** throughout the Swamp City area at no extra charge!
- **No long waits** for plumbing, heating, or air conditioning service!
- **We service all brands.** Our well-trained technicians will be familiar with your plumbing, heating, or air conditioning system no matter what it is. And we will have the parts to fix it promptly.
- **No messy floors or fixtures** left behind. Our technicians take pride in their courtesy and cleanliness and will meet your most exacting expectations.
- **You are financially protected.** We're fully licensed and insured. And we accept payment from all home warranty companies.
- Locally owned, Hard Water Plumbing Service will be right here in Swamp City when you need us. We support our local community!

Call us today at 555-123-4567!

We service both residential and commercial customers.

Notice how the improved and shorter(!) version begins by addressing common customer needs, offering Hard Water Plumbing Service as the answer. Keywords such as “plumbing,” “heating,” and “air conditioning” are repeated throughout, but naturally. The name of the company is found in the headline and is repeated. The name of the city is repeated so that search engines will find the company for a local search. The original website provided a phone number only after 10 full paragraphs of dense prose like the two reproduced above! The improved version provides short, pithy, informative statements that scan well and lead to a call to action immediately.

Which web copy do you think will drive more business? To achieve the results you want, contact me today!