

# 7 things to check BEFORE publishing your web copy

**1. Is it clear *who* you're talking to?**

*This might be a specific market or job role, a certain type of person or someone with a particular problem.*

**2. Does your copy focus on one main idea?**

*What do you want the reader to take away? Too many messages on one page (or within one piece of copy) is confusing.*

**3. Are you explaining your value to *them*?**

*Your reader will subconsciously think: 'What's in it for me?' Make good use of 'you' and 'your' in your copy. Don't use 'we' and 'I' too much. Demonstrate the value your reader is looking for, not your greatness.*

**4. Is your headline clear or inviting?**

*It might simply clarify what the copy is about, or it could entice them to read on – perhaps appealing to a frustration they have.*

**5. Can they 'get it' in the first two sentences?**

*If not, they're likely to click off your site in seconds. Grab their interest early. Encourage them to read on.*

**6. Is it easy to read?**

*Their attention will be short. Use sub-headings, line breaks, and shorter sentences where possible. You could also include bullets and questions. Avoid dense copy at all cost.*

**7. Check all spelling and grammar!**

*We're all human and it can happen. Poor grammar is bad news for your business. First impressions matter, so put the effort in to get it right.*



*I help your business communicate better*

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