

After your logo and images, the wording is important.

Don't try to write the perfect poem or a mini-novel. Think about the viewer. Should they feel excited, inspired, or comforted?

Treat this like a start, and then seek out help from friends and family, content writers, or just paraphrase what others are doing. Don't sound too artificial, or distant. Make the connection and build trust with your viewers.

Stand in front of a mirror and talk to yourself. Tell the reflection why your website is the answer to their dreams. What can you say to convince them to continue?

Like novel-writing, I advise you to Think Less and Write More. Don't fix every typo, grammatical error, or worry about the flow.

Consider;

- Who are you, and why are you here/why are you doing this?
- What is your business about? Are you better or different?
- What do you have to offer? How will it affect me?
- You have 30 seconds to convince me to stay.
- Can you back up your claims? Experience? Testimonials?
- What else is there to share, from FB, Insta, LinkedIn, etc?

Sleep on it before redrafting to mould the words. Words can be tailored to fit the page, as in deep and personal on the 'About', selling the positives on the 'Sales', making them feel glad about landing on your 'Home, and clarifying your 'Services'.

Revisit the sites that you like; how are they doing it?