

Writing web content

Some facts about writing for the web



Some basics about web writing

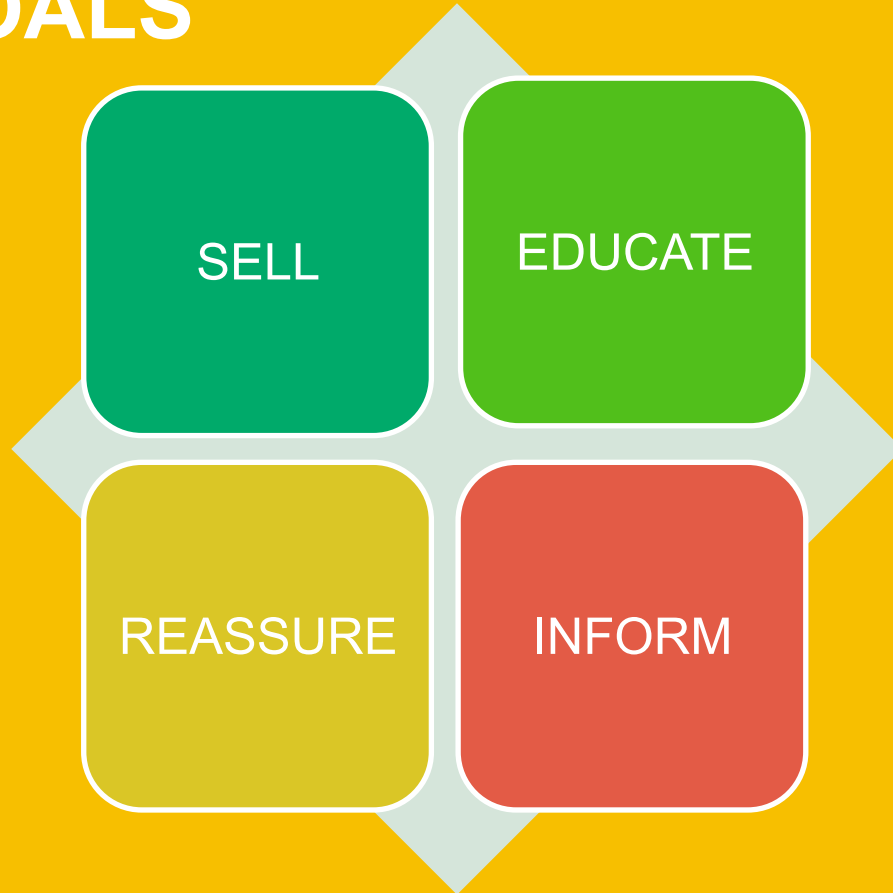


**1. Web readers will
only give you 8.25
seconds before they
leave and go elsewhere**

**2. Web visitors don't
read, they scan**

**3. You need to give
your website a
purpose**

WEBSITE GOALS



**4. You need to
consider different
types of content**

Different kinds web of content

Text

Pictures

Graphics

Blog/
dynamic
content

Video

Audio

**5. Think carefully
about different kinds
of pages**

SALES

INFORMATION

PRODUCT/
SERVICE

BLOG/NEWS

ABOUT

OPTIN

TYPES OF PAGES

NAVIGATIONAL

LANDING

CHECKOUT

**6. Be clear about who
you are targeting**



Everyday Entrepreneurs

Running a small business can be a lonely gig. The buck always stops with you. We've tackled auto enrolment, business banking and payroll here. Make the call. Check you're not mad. Then move on.

Are you an Everyday Entrepreneur?



Tired Parents

How to tick life insurance, wills and saving for the kids off your to-do list. And feel as smug as the Mum whose children voluntarily eat broccoli.

Are you a Tired Parent?



Wary Women

The stock market. Your retirement income. Private pensions. We're putting our heads in the sand. Which means that ladies are losing out. Why should boys have all the fun(ds)?

Are you a Wary Woman?



Dependable Dads

Our three solutions for the cash-strapped man in the middle. Max your savings with ISAs. Get the lowdown on care home fees for the parents. And sort out your pension too.

Are you a Dependable Dad?



Rebellious Renters

You're in your 20s and 30s, holding down a job but trying to work out how to pay for that bloody flat? Three ideas which could get you a Government bonus of up to £12,000 and a 3% pay rise.

Are you a Rebellious Renter?

Find your Money Tribe

Get started

An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city is densely packed with skyscrapers, many of which are illuminated with their interior lights. The Empire State Building is prominent in the center, with its top lit in red and green. The Hudson River is visible on the left, and the East River is on the right. The text "Up next: tone of voice" is overlaid in a large, white, sans-serif font on the left side of the image.

Up next: tone of
voice