



# IMPROVE YOUR WEB CONTENT

LEARN FEW BASIC RULES, HOW TO  
IMPROVE YOUR WEBSITE CONTENT...  
OR ANY COPY YOU HAVE.

# CHAPTERS

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- 1** Think before  
You write
- 2** Can you attract  
the customer?
- 3** Can you close  
the customer?
- 4** What works wonders
- 5** What to avoid
- 6** Final words



01

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# THINK BEFORE YOU WRITE

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*Without deep understanding of customer and your product/service, you will shoot with empty gun.*

Do you know your customer?

Do you know his needs, concerns, what is important for him?

Do you really know your product / service?

Do you know all the advantages of it?

Are you aware of any weak points?

Do you know what sets you apart from your competition?

Do you know where you're stronger than competition?

Do you know where you're weaker than competition?



02

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# CAN YOU ATTRACT THE CUSTOMER?

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*5 seconds... that's all it takes for the prospect to make a decision. Can you attract him?*

You got only 5 seconds to attract your customer. What matters? What is most important for him? That's how you start.

What problem is customer trying to solve? Describe it. Create impression you understand the customer. And offer a solution.

Stories sell best. If you have a story, you have a winning concept. That's a sure way to attract the customer.

Create emotions with your copy but at the same time allow the customer to logically justify the purchase.

Write your copy (especially in the beginning) in a way, that your customer agrees with your statements.



03

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# CAN YOU CLOSE THE CUSTOMER?

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*If you attract him, that's just a beginning.*

Describe benefits. How are you gonna improve the life of customer?

Write in a way, that customer will imagine the life with your product or service.

Always be honest. That's crucial. Honesty first.

If your product/service has flaws, don't hide it. Talk about it.

Answer all the possible questions, customer might have.

Imagine all the obstacles and resolve them using strong arguments.

Be extremely specific in talking about your product or service.  
Your competition most likely doesn't do this.





04

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# WHAT WORKS WONDERS

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## *Few hints how to write.*

In the beginning of the text, try as much as you can to hold the attention of your customer.

Don't use difficult words. You will lose customer's interest.

Change the rhyme – mix short sentences with longer ones.

At the end of the paragraph, give your customer a reason to continue reading.

Ask questions. People tend to look for answers.  
That's how the brain works.

Main headline is very important. Pay all your attention to it.

Use subheadings to break long copy.

Longer copy, if you have something interesting to write about, is better than short copy where you cut out something.

# WHAT WORKS WONDERS

Always use CTA (Call to Action).  
Buy now, Schedule appointment, etc.

Make your customer feel FOMO (Fear of Missing out) and give him reason to act right now.

Use testimonials. Optimal amount is 3.

Use authority to stimulate trust (Are you endorsed by some Organization? Celebrity?)

Extend trial period. You will immediately get more customers. Their trust will skyrocket.



05

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# WHAT TO AVOID?

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*Few hints how not to write.*

Don't write much about your company or you.

Don't use cliché.

Adjectives like “best” or “great” are not working.

Don't be arrogant and don't underestimate your customer.

Don't use pictures from photo stocks, you will get better results with ordinary people.

Don't joke. It's usually a recipe for disaster.

Don't try to sound smart. Write like you talk to a 4<sup>th</sup> grader.



07



# FINAL WORDS

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*Copywriter is only human. Not superhero.*

If your product or service is not good, no copywriter will save you. Especially nowadays (=social media).

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15 years of experience