



Seven Boats Info-System Pvt. Ltd.

The Digital Marketing Company

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Web Copy Secrets



Inverted Triangle

- Use journalistic style
- Get key points across high on the page
- Add detail later

Short form text

- Write punchy copy with few filler words
- Short sentences work best



Chunking

- Acres of text is a real turn off
- Break down copy into more easily managed chunks



Headings

- Title gives readers an idea what the paragraph contains
- Good copywriting gives the reader an overview just by the headlines

Bullets

- Make your points clearly with bullets
- 4 or 5 at once is plenty



Links

- Viewers won't browse your website in a given order
- Cross-reference throughout and add links





Thank You

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