

Good Web Copy

Achieving good search ranking is greatly helped by good content. If your content reads well, you will improve your chances of capturing the attention of your customers and the major search engines.

Our top 20 list of things to remember:

- Tight writing. This doesn't mean bad or easy writing.
- Copy of about 600-800 words is better for SEO and catching the long tail of search.
- Title – Subject – Support, in that order, like subject, verb, object.
- Titles should be snappy and informative – clickable, but clear.
- Leads (first sentence or paragraph) should get to the point. Tell the reader what the article's about first thing.
- No fancy, wordy intros where it's not clear what you're talking about.
- Information beats fluff every time. Pretty is for books and newspapers (and only sometimes).
- Information does not beat style every time. Style keeps people awake.
- Sans serif fonts are easier and faster to read on computer screens.
- White space is awesome – even better than big, pretty pictures.
- Content should be scannable.
- Think in bullets and subtitles.
- People like lists.
- Pictures should be specific and informative, not generic, decorative and ad-like
- Photos should be relevant to content.
- People in pictures should look friendly and approachable (and have their whole head).
- Photos should be full body if possible.
- Spell stuff right. It makes you look smarter.
- Grammar IS important. Unless you're not really a professional.
- Online press releases should be even tighter than Web copy.



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