

# Five Quick Copy Wins to Add Personality to Your Website

## SUBHEADINGS

Keep your H1 heading on each page keyword-focused to boost your SEO, but don't be afraid to have fun with your subheadings!

*EXAMPLE: JetBlue ("Feeling Fly Today?")*

## CALLS TO ACTION (CTAs)

Sure, you can use "Click Here" or "Learn More," but you can also use "Gimme That" or "I Want In" or "Say Less."

*EXAMPLE: VRBO ("Discover Your Escape")*

## WEBSITE FOOTER

In addition to a site map, copyright info, terms and conditions, and privacy policy, add some personality to your website footer!

*EXAMPLE: Oreo ("Stay Playful")*

## YOUR "404" PAGE

If your website leads a potential client to a wrong turn, have fun with GIFs or memes that share your personality!

*EXAMPLE: Lego ("We'll try not to lose our head over this, but if we do...we'll put it back on.")*

## YOUR "ABOUT" PAGE

This page is literally about YOU, so take the opportunity to showcase who you are by adding a "Did You Know?" section, a timeline, or a map. You can also adopt a creative copy technique for the entire page, like writing a letter or filming a video news report for your reader.

*EXAMPLE: Marie Forleo (A Letter to the Reader)*

