Copywriting that *supports* your *web design* and helps you make *more sales.*

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The exclusive guide for small businesses who are rebranding and reimagining their website

If you're a business owner preparing for a website redesign, this guide is for you. We'll explore the two most crucial pieces you need for your website to succeed: website copywriting and SEO. You'll find out how these two key pieces support our work together and lead to the best website possible.

Whether you're totally new to these terms or are familiar with them in passing, this guide will show you exactly how all the pieces come together to create a successful, stunning website.

But first, allow me to introduce myself.

HELLO! I'M RAQUEL MORRISON, WEBSITE DESIGNER

As your designer, I'm all about collaboration, care, and empowerment at every touchpoint. My main focus is always letting the world know what you're all about in the most confident and clear way possible. I think of every website I design as a sort of "visual voice" for my clients, presented through a responsive, strategic website and continued support via website training, maintenance, and even ongoing design work. With a Bachelor of Fine Arts in Graphic Design from Barry University, I have produced work for publishers, small businesses, universities, and nonprofits — all to help launch and grow their businesses and products.

The best projects are those with PREPARATION AND STRATEGY. In this guide, I'm taking you behind the scenes of the early steps of website design: website copywriting and SEO.

WHAT THIS GUIDE COVERS

For a website to succeed, it needs 3 things: a beautiful, strategy-focused design, copywriting that sells potential clients on your services, and SEO that allows your site to be properly optimized in search engines like Google. As you're starting your web design and envisioning layouts and visuals, these are all key elements that contribute to the look, feel, and experience of your website.

WHAT YOU'LL FIND IN THIS GUIDE...

YOU'VE BOOKED YOUR WEB DESIGN PROJECT, NOW WHAT?

Before your website project can truly start, we have to collect and assemble the right information to convey on your website. While you may have some existing branding or an idea for your visuals, your web design goes beyond logos, images, and graphics.

A successful website design is supported by purposeful, sales-driven wording that appears on your website. That is website copywriting.

WHAT *IS* WEBSITE *Copywriting?*

Website copywriting is the written content on your website, including headings, subheadings, paragraph text, and even the call to action buttons. While it may seem like just 'text,' copywriting is a form of writing that is sales-focused.

In other words, we're not trying to 'wow' them with pretty, poetic language but rather convince your customers that they are in the right place and you are the right business to purchase from.

Ideally, website copywriting should empathize with your client's current situation, convey your expertise in solving their problems, and build their trust. Ultimately, we want them to take action, whether that is filling out your contact form, purchasing a product, visiting your brick-and-mortar business, or even opting into your email list.

Copywriting isn't purely informational—it's about persuasion. It builds your authority, conveys trust, and shares your brand story all in one place. While you may engage in social media outreach, your website acts as your business's digital hub. Most of the time, you will be sending your potential customers to your website, so it's key that the overall impression is a strong one.

WHAT *does* THIS *HAVE* TO DO *WITH* WEBSITES?

According to a recent report, 76% of consumers look to a company's online presence to get more information before visiting the business. And Hubspot reports that 67% of people go to a brand's website to learn more about them. You wouldn't be here if you didn't value websites, but it's important to understand how copywriting fits into the big picture.

If your website doesn't pair a solid web design with the right supporting information, customers won't be able to find what they need. More than that, without copywriting, they won't be persuaded to buy from you.

There isn't a business out there without competitors or other businesses sharing market space. To truly capture your ideal customer's attention, you must have persuasive copywriting that shows them that your business is the best possible option for their specific needs.

That is precisely why website copywriting comes first, before your website design—not the other way around.

WHY *DOES* WEBSITE COPYWRITING *COME before* DESIGN?

Website copywriting comes before website design because it drives the underlying structure of your website. Without words, we cannot design a website.

Think of it this way: Do your favorite websites just have pictures on them? No—the design of the website itself conveys the brand, shares information, persuades customers to buy, and gives them a way to take the next step.

When working on a custom site for a client, we design the website around the copy so that your brand's message stands out as clearly as possible. Essentially, we take the copywriting you provide and design the flow of the website from it.

The same is true with template customization. Although we may be starting with a template as a foundation, it's key for your copy to be supported by the design overall. When you work with a copywriter, they will consider your template's existing design but also provide suggestions for additions, section changes, and other recommendations that would better convey the information.

HIRING A *copywriter*

If you're not a strong writer, or simply unfamiliar with the persuasion tactics required of your website copy, outsourcing it could be a good idea. You're already hiring a designer or purchasing a template– why not make sure that your investment in design is strongly supported by the write wording and phrasing on your website?

Not sure who to hire? Not to worry! We have a curated list of copywriters we recommend to our clients. If this is an option you're interested in, just ask! We're happy to share.

WAIT. SO DO I NEED *TO WRITE MY* WEBSITE COPY?

Not necessarily! You can either hire a copywriter, purchase a copywriting course, or buy a copywriting template to show you how to structure your copy and what information should be where.

PURCHASING A COURSE OR TEMPLATE

If you prefer to write your own copy or have budgeting constraints, purchasing a product to help you write your copy could be a great way to get the support you need.

Now that you've learned about website copywriting let's talk more about how your website will get FOUND through search engines. That's where SEO enters the picture. SEO must harmonize with both your website copywriting and your website design in order to work successfully.

What Is SEO?

SEO, or Search Engine Optimization, is the practice of maximizing visits to your website by incorporating the search terms search engines (primarily Google) will look for to rank your content.

It's basically free traffic! Instead of solely relying on social media or word of mouth to promote your business, SEO increases your visibility by optimizing your website for the keywords people search for to find businesses like yours.

We focus on several key strategies to get your website to the right people. Your website design experience includes SEO-driven website design, but your copywriting must also incorporate the tenets of SEO.

When you work with a copywriter, they'll do three things to optimize your copy for search engines: conduct keyword research to find what queries people are searching, select a curated set of keywords to focus on, and optimize the copy itself for those keywords.

Keyword Research

Keyword research is the exploratory process your copywriter goes through to discover which keywords would best suit your business type, location, and niche based on what your ideal customers are searching for. It's a great way to tap into consumer behavior and have your website pop up exactly when they're looking for a business like yours. Your copywriter will weigh things like how much the word is being searched, the difficulty of ranking highly for that keyword relative to other businesses, the search intent of people typing in that query, and also if you'll be competing with paid advertisers.

Focus Keywords

A focus keyword is the main term or phrase chosen to optimize content for search engines. The keyword signals to search engines what your webpage is about and improves your chances of ranking for a specific query. These are derived from keyword research. within your copywriting. You'll need to include it at least once in a heading and 1-2 more times on the page where it feels natural.

Page Titles and Meta Descriptions

Have you ever noticed that when you have your tabs open in your browser, next to the icon, there is text accompanying it? That is the page title. It corresponds with the title that appears when your query appears on Google. It's the blue underlined text you see on a result. Ideally, your page title should be no more than 60 characters.

The page title does not show up on your actual website but is an important element in properly indexing your website pages. It corresponds to your focus keyword and must appear that way to be truly optimized.

Below that page title on Google is a sentence or two explaining what is on that web page and enticing someone to click on the result. That is your meta description, which should be between 50 and 160 characters.

Header Tags

For a website to be truly optimized, the focus keyword must appear on the website page itself

GETTING READY FOR THE DESIGN PROCESS

After preparing your copy and SEO, the next step in web design is creating a plan for how your website will look and work. That is where we come in!

With your SEO-optimized copy submitted, along with your questionnaire and brand imagery, we can get to work on designing your website. We'll customize your branding to your design– whether your website is fully custom or built from a template in our shop. Then, we get to work integrating your copywriting into the design and consider how your brand imagery, services, and information will flow.

Within the process, we'll also integrate your social media links, ensure you have a contact form or email marketing software connected, and prepare your website to be published.

But it doesn't end there– When you work with Living In Graphics, you're fully supported in the process. While we love working with return clients on website additions, updates, or maintenance, we create a custom-to-you website training that shows you exactly how to use your website and make updates whenever you like. You'll be fully empowered with a website that works for your business and feels easy to use.

Next Steps

WHAT ARE YOU WAITING FOR?

APPLY TO WORK TOGETHER

Your empowering website journey begins here. To get started, simply fill out the contact form below. We'll get in touch within 24 hours (Monday through Thursday) to answer your questions, share more info, and schedule a phone consultation.