

A PUBLICATION BY

White Label Copy



# The Top Ten Epic Copywriting Fails

(AND HOW TO STEER WELL CLEAR OF THEM!)

### 1. Not knowing who you're talking to.

This is one of the most common faux-pas of copywriting. If your words don't appeal to your ideal customer, how can you expect them to be eager to buy from you?

When creating any type of copy, think about the kind of person you're aiming it at and try to write as though you're talking to them. Who is your target audience?

Tailor the language you use and make it more colloquial/formal/basic/sophisticated/creative/technical/humorous/serious as appropriate.

### 2. Boring and jargon-tastic content.

Argh! Such a turn off. It's a common mistake to assume a certain level of knowledge among every single person reading your copy.

Depending on what it is of course, technically detailed language may be appropriate. But use your best judgment. If you're creating web copy, blog posts, articles or social media broadcasts then writing exclusively in this way will alienate (not to mention bore the pants off) many potential customers.

Think about your copy as a conversation, and write as though you're chatting to the person you're targeting. Even when you do need to write about less-than-riveting subjects, you still have an opportunity to write in an engaging and entertaining way that will keep your readers reading.

### 3. Not making it all about ‘you’.

All too often content is littered with “we do this...” and “our products/services are...” or “we are qualified/insured for...”

Big mistake! You should be talking to your potential customers about them.

It’s essential to understand this fundamental aspect of buying psychology: people looking for products or services like yours are searching for a solution to a problem they have. They want someone to solve it for them, and your job is to convey through your copy that you are the one to do it. So you need to show them you understand a little bit about them and their problem, and then tell them how you can help.

And that’s why it’s so important to speak about “you” rather than “we”.

### 4. Over-egging the features and forgetting the benefits.

So much copy falls into the trap of reeling off the features of what you do and not giving the limelight to the benefits.

This is really an extension of the previous point. Your copy must get over to your reader how working with you will benefit them (and help to solve that problem we were banging on about above!)

Think about why your potential customer is looking for a product or service like yours. For example, when someone needs new glasses what they actually need is the ability to see the world more clearly. And when someone is looking for a new car, they want a way to travel from A to B in comfort and style.

Let the detailed features take a back seat and think about what the major benefits are to your customers. Centre your copy around these things, and your potential customers will be left in no doubt about how working with you will make a difference to them. Job’s a good’un!

### 5. Too much (or too little) copy.

Big blocks of text will overwhelm your visitors and a lack of information won't likely be enough to compel them to take action, so the trick here is to strike a balance between getting your message across in a concise way (making it fun, engaging and informative) and including the right level of detail.

You can easily test different sizes of copy and use Google Analytics to find out how long people stick around on the page for. If it tells you they leave after a few seconds and you currently have big chunks of copy they need to scroll through, you might want to rethink the way your copy is structured.

### 6. No call to action.

Unless you tell your visitor what you want them to do next with an explicit instruction, their next move is anyone's guess. Your copy might be top notch, but if it doesn't tell your potential customer to buy something, contact you or download something – and make it super easy for them to do it – you're missing a big trick.

 WARNING

The following mistakes may  
result in a loss of leads.

### 7. Peppering every page with keywords.

Doesn't make for coherent copy which makes sense and reads fluidly.

We've all seen it...when every other word on a webpage is obviously a chosen keyword and it's been thrust into the copy so much so that it makes the page impossible to read. An instant turn off.

The search engines take a much broader view on web page content now, and look at the entire page to assess its relevance and usefulness before ranking it.

Our advice? Keep your copy simple and include each keyword somewhere near the start, the middle and the end – max. Use other similar words linked to your key terms and the search engines will pick up on this.

### 8. Poor keyword research.

A crucial, unavoidable step which needs to be done BEFORE any copy gets written.

This will tell you precisely what search terms you should be targeting, where the opportunities are to rank well with the search engines and terms to avoid when you don't have a chance in hell of competing with the rankings big boys.

When keyword research isn't done properly (or skipped altogether – tut, tut!) there's nothing to form the basis of your content. Spend some time on this before writing the copy, and you'll have a great chance that it will help – not hinder – your search rankings.

### 9. Rubbish titles.

Another frequent boo-boo. So many businesses miss this vital opportunity to boost their copy.

The titles on each page of copy serve a very important dual purpose. They help to optimise your page for the search engines when you put the right keywords into the title, and they also act as the teaser content for your page in the search results. As such, you should treat them like any other headline. They need to be powerful and compelling, with the aim of getting the searcher to click through to read more.

### 10. Ignoring what Google Analytics could tell you.

Such a simple tool, but its power is overlooked by many.

The insight it will give you into how your copy is working for you is invaluable. You'll be able to find out plenty of information which will tell you whether your copy is performing the way you need it to, and indicate how you need to tweak and change it.



## The Top Ten Epic Copywriting Fails

(AND HOW TO STEER WELL CLEAR OF THEM!)

### So there you have it.

Ten of the most common (and easily avoidable) copywriting faux-pas.

Copywriting is the reason we spring out of bed in the morning. We know it's not the same for everyone though!

If you'd like your copy to work better for you, we'd love to let our team of hungry copywriting gurus at it.

Get in touch today so we can get started!

White Label Copy



Telephone: 023 8012 3456

Email: [hello@whitelabelcopy.co.uk](mailto:hello@whitelabelcopy.co.uk)