Writing for the web

Top 9 tips for getting your online content right

Call to action - give your audience a reason to read more

Use the right keywords- know your searchable keywords

Use an ATTENTION GRABBING headline

Don't be afraid to be controversial - be bold and encourage debate

NEVER use clickbait just for the click-throughs - quickest way to lose credibility with your audience

MAKE IT PEACHY
BECOME CONTENT WITH YOUR CONTENT

www.makeitpeachy.com.au

0403670267

info@makeitpeachy.com.au

DIGITAL
PRINT
SOCIAL MEDIA
PRESENTATIONS

Invert that pyramid

Put the most important information first

Summarise your content at the beginning of your article

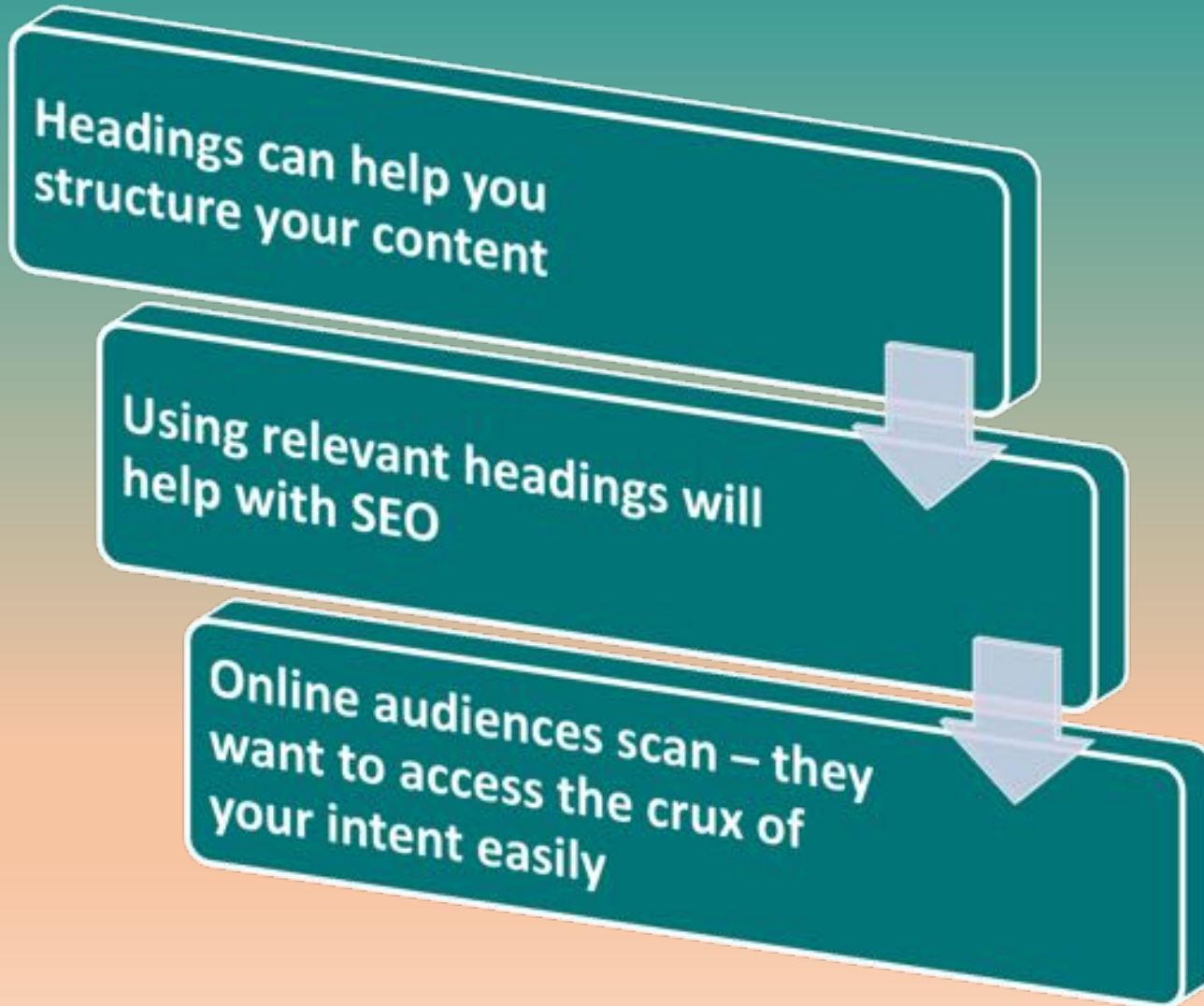**NEVER tease your audience – they'll just lose interest**

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Break up your content with headings and lists

Headings can help you structure your content

Using relevant headings will help with SEO

Online audiences scan – they want to access the crux of your intent easily

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Don't make the mistake of trying to replicate print content – even formal content needs to be relatable

Take the time to identify a tone for your brand – most importantly, be consistent

Ensure your tone is consistent and relatable

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Use links effectively

Linking is the new referencing – it shows credibility and great research

#A11Y — Make your links accessible – accessible links have stronger SEO impact

Use links to connect to your previous work – show history and authority

Use links to network – connect to others in your industry by nodding to them through links

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Be conscious of Length

- Online audiences want easy, quick, pithy content they can consume on the go
- Use length as a tool – if your content is longer ensure there is a purpose behind it
- Cut your print copy by 40% for online

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You are the expert – your audience is not, remove technical language where possible

KISS your jargon-filled copy goodbye

Online audiences are fickle – simplify and hook them

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Research, write, review, repeat

- Research your audience, content and purpose before you begin ANY content
- Write engaging content
- Review, proofread and edit ALL your work – when in doubt ask for help
- Keep creating

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