

How to Write Website & Landing Page Copy That Converts Like Crazy

Your website gets traffic—but are visitors actually converting into customers? If not, your copy is likely the culprit.

The truth? **Your website isn't about you—it's about your audience.** If your copy isn't speaking directly to their desires, pain points, and needs, they'll bounce faster than a supercharged pogo stick.

So, how do you craft high-converting website and landing page copy that grabs attention, builds trust, and gets people to take action? Here's the blueprint:

1. Hook Them in 5 Seconds or Lose Them Forever

Your Headline is Everything – Studies show you have **5 seconds** to convince visitors to stay. Your headline should immediately tell them **what's in it for them**.

- **Bad:** "Welcome to Our Website" (boring!)
- **Good:** "Struggling to Get Leads? Let's Fix That Today."

Pro Tip: Use the **PAS Formula** (Problem-Agitate-Solution) to create compelling headlines.

2. Keep It Customer-Focused (It's Not About You)

Most businesses make the mistake of talking **about themselves** instead of their customers.

Wrong Approach: "We've been in business for 10 years, offering the best solutions."

Right Approach: "Get a high-converting website that brings in leads on autopilot."

Action Step: Replace every "We" or "I" in your copy with "You" or "Your."

3. Nail Your Value Proposition

Your **Value Proposition** should answer: "Why should I choose you?"

The formula for a Killer Value Prop:

1. **What you offer**

2. Who it's for
3. The transformation they'll experience

Example: “We create SEO-optimized content for real estate businesses that skyrockets visibility and attracts serious buyers.”

4. Use Emotion + Logic to Drive Action

People buy based on **emotion**, then justify with **logic**. Make them **feel** the problem before you sell the solution.

Example:

Weak Copy: “We help businesses rank on Google.”

Powerful Copy: “Tired of watching competitors outrank you? Let's put your brand on page 1 where it belongs.”

Pro Tip: Use storytelling to paint a vivid picture of their transformation.

5. Calls-to-Action That Actually Get Clicks

Your CTA needs to be **crystal clear and action-driven**. Instead of a bland “Submit” button, try:

- ☐ “Start Your Free Strategy Session”
- ☐ “Get My SEO-Boosted Website”
- ☐ “Let's Fix Your Marketing—Book a Call”

Pro Tip: Use urgency to push action: “*Limited spots available—book now!*”

6. Optimize for SEO Without Sounding Like a Robot

SEO matters—but **never at the expense of readability**. Here's how to strike the perfect balance:

Place your **focus keyword** in:

- Headline (H1)
- First 100 words
- Subheadings (H2, H3)
- Meta description
- Image alt text

Write naturally. Google loves engaging, high-quality content.

7. Add Social Proof for Instant Trust

People trust people. Show off your credibility:

1. Testimonials

2. Case studies
3. Stats & success stories

Example: “**Our landing pages increased conversions by 87% for a SaaS brand in 60 days.**”

Final Thoughts: Your Copy Can Make or Break Your Business

Your website is your **digital storefront**—make sure it speaks to your audience, builds trust, and drives action. Use this guide to transform your copy into a conversion machine!

Need help crafting high-converting copy? **Let's chat!**