

# WHY HIRE A COPYWRITER?



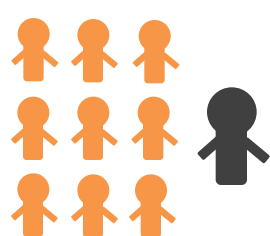
Investing in a copywriter for your website is a smart move. A good copywriter can carry out market research, understands the psychology of selling and can write in a persuasive manner – no easy task to learn overnight. An experienced website copywriter can write clear, concise copy, broken down into headings, sub-headings and paragraphs while using language that's easy to understand.

## THE COLD HARD TRUTH

STATISTICALLY, ONLY **20%** OF PEOPLE WILL READ **BEYOND YOUR HEADLINE**

## GROW YOUR BUSINESS

COPYWRITERS HELP ENGAGE YOUR COMMUNITY

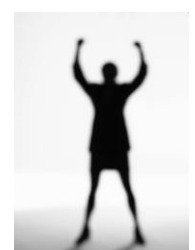


## WHAT YOU CAN DO ABOUT IT

HIRE A **COPYWRITER** AND MAKE YOUR **CONTENT COUNT**

## MARKET YOUR CONTENT

COPYWRITERS GIVE YOUR BRAND **A VOICE**

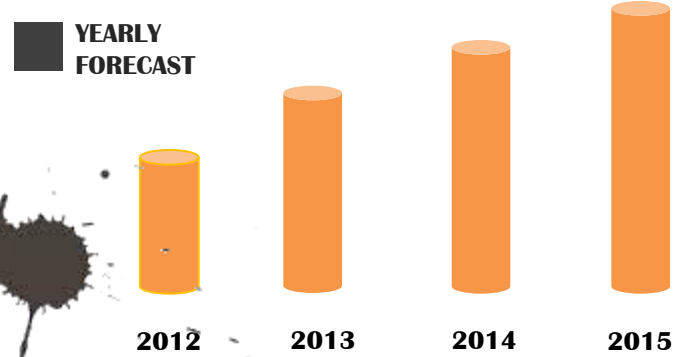


## MAKE AN IMPRESSION

**23...** SECONDS IS ALL YOU HAVE TO **SELL YOUR PRODUCT**

- EVERY WORD MATTERS

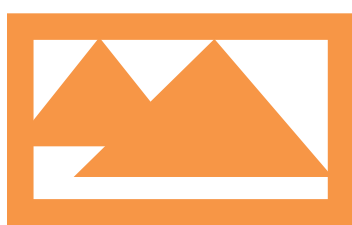
## INCREASE YOUR SALES



## A COPYWRITER'S APPROACH

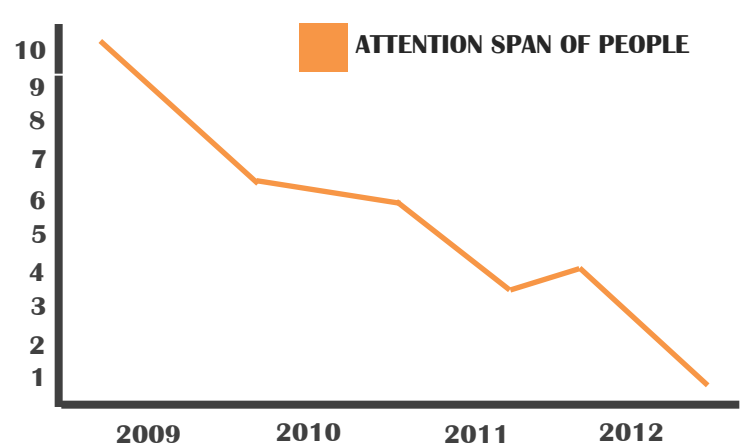
**CLEAR & CONCISE - WRITTEN WITH CLARITY AND ENTHUSIASM**

## BE THE AUTHORITY IN YOUR NICHE



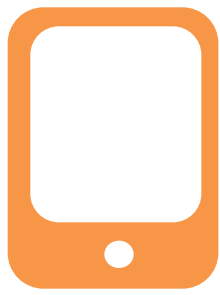
BECOME A MARKET LEADER THROUGH EFFECTIVE WEB COPY

## GRAB YOUR READER'S ATTENTION



A good copywriter can put your message across in an effective and persuasive manner. They can develop your brand identity through clever and thoughtful language. With effective research, a professional copywriter can write on a wide range of subjects and to a deadline.

## SEE YOUR CONTENT EVOLVE



ENABLE YOUR CONTENT FOR NEW DEVICES

## SEARCH ENGINE OPTIMIZATION

1. GET YOUR WEBSITE FOUND BY SEARCH ENGINES
2. WEBSITE FOUND BY SEARCH ENGINES
3. SEARCH ENGINES

## GET YOUR KEYWORDS OPTIMIZED



A GOOD COPYWRITER SHOULD AIM FOR 2-3% **KEYWORD DENSITY** IN YOUR COPY

## SPREAD YOUR MESSAGE



COPYWRITERS WRITE EFFECTIVE PRESS RELEASES

Copywriters have the technical knowledge to write high quality, optimised content to ensure high search engine rankings. At the same time, they make content entertaining and engaging and above all, readable by humans. The online world moves quickly and good copywriters keep up with the latest trends and developments in content marketing. A copywriter will create your website's content to ensure it reaches as large an audience as possible and attracts more visitors to your website.

# BRAND NEW COPY

Please link to original page or [www.brandnewcopy.com](http://www.brandnewcopy.com) when reproducing.