Principles of good website copywriting for complex technical products

If you're responsible for marketing at a technology startup, chances are you're trying to figure out the best way to communicate complex and technical information to your customers.

There are plenty of copywriting challenges startups face from ensuring SEO is front and center to getting the right balance between images and content.

Nonetheless, it's critical to get the web copywriting process correct to minimize disruption to your go-live timeline. This is how you can get a handle on copywriting skills so your website is driving those vital conversions.

# Addressing common web copywriting challenges

CLEAR PURPOSE

When embarking on your new website launch or relaunch it helps to have a clear idea of what you want your website to do. Will it primarily be used as a lead generation tool to drive conversions or a marketing tool to increase brand awareness? Once this is clearly established, you'll have a better understanding of what the website should look like and the audiences to target.

ESTABLISHED BRAND GUIDELINES

Whether you're building a brand from scratch or going through a rebranding process ahead of a website launch, consistency and authenticity in what you sound and look like to audiences is critical. Your tone of voice needs to be clear so your website copy is consistent with your brand positioning.
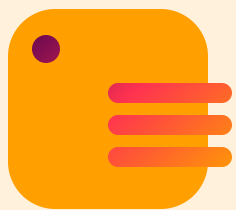
VALUE-DRIVEN COPYWRITING

While stressing the features and benefits of your product offering is important, you need to highlight the value too. For example, a benefit of your product could be time-saving and the value that brings to customers is boosting their productivity. You should be creating problem-solving content that addresses customer needs in a clear and simple way.

The web copywriting process step by step
Complete a competitive content analysis

This is a helpful process for assessing and evaluating the content of your competitors to identify strengths, weaknesses, opportunities, and threats in your content strategy.
If you need a starting point for producing compelling content for your website, why not begin with taking inspiration from your competitors?

1

IDENTIFY YOUR COMPETITORS:

Whether direct or indirect, making a list of competitors will give you an idea of the type of content your potential customers expect.

2

AUDIT YOUR COMPETITORS' CONTENT:

From asset types to content categories, you need to perform a competitor website audit to drill down into how they're delivering their web copy.

As well as reviewing everything from messaging to positioning to tone of voice, this audit helps you uncover content marketing trends in your industry and generate new content ideas for your own site. You need to set clear competitor benchmarks to better understand your brand's content against the rest of the industry. You can use these industry benchmarks as a guide to how your content should be performing. Compare your on-site copy including headings, subheadings, tone of voice, and CTAs. Does your copy read as compelling or is it weaker than competitors?
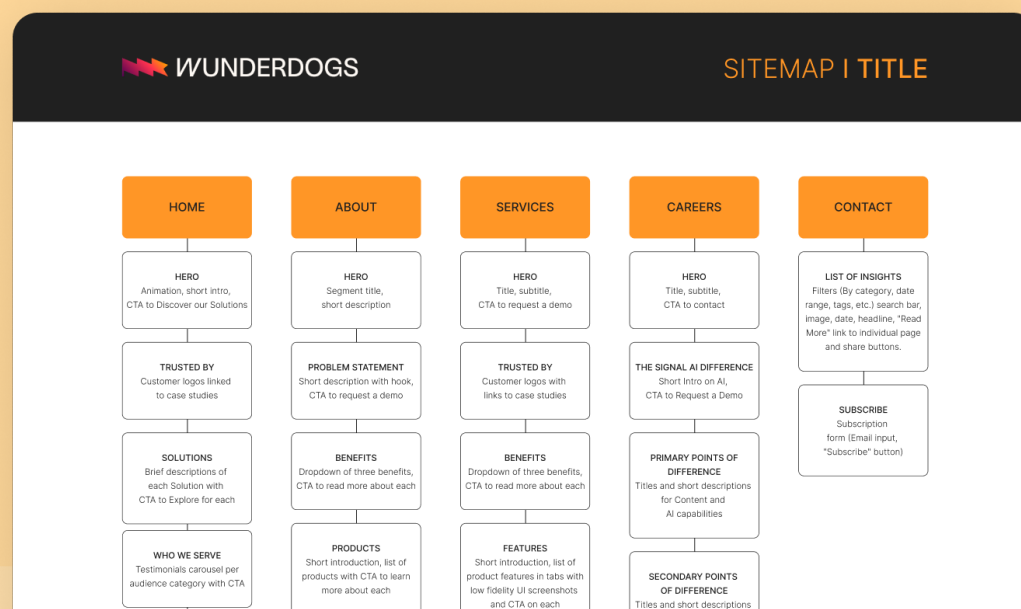
3

SEO COMPETITIVE ANALYSIS:

Implement a framework to investigate your competitors' SEO strategy. You can manually conduct keyword research by checking what competitors are ranking for. Use SEO software like SEM Rush's suite of tools to investigate new keyword opportunities to rank for and delve into your competitor's backlink profile to see which authoritative websites are linking to them for digital outreach ideas. Make sure to review your competitor's SEO strategy frequently as keyword popularity changes often and you want to keep ranking for competitive terms.
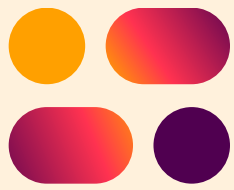
Identifying a clear site map

Conducting a thorough audit of your current website is critical to help you decide the pages to keep or remove. Whilst you may be tempted to keep all the copy from your old website, we recommend being very selective about only repurposing old content that will drive conversions. If you have a complex product offering, it is important to ensure that your site is not overly technical and the number of pages is not excessive. A site map helps you streamline your website so you avoid overloading visitors with too much content or worse, duplicated content. This duplication could lead to confusing navigation and pages competing with each other on search engines.

WUNDERDOGS — SITEMAP | TITLE

HOME	ABOUT	SERVICES	CAREERS	CONTACT
HERO
Animation, short intro, CTA to Discover our Solutions	HERO
Segment title, short description	HERO
Title, subtitle, CTA to request a demo	HERO
Title, subtitle, CTA to contact	LIST OF INSIGHTS
Filters (By category, date range, tags, etc.) search bar, image, date, headline, "Read More" link to individual page and share buttons.
TRUSTED BY
Customer logos linked to case studies	PROBLEM STATEMENT
Short description with hook, CTA to request a Demo	TRUSTED BY
Customer logos with links to case studies	THE SIGNAL AI DIFFERENCE
Short intro on AI, CTA to Request a Demo	SUBSCRIBE
Subscription form (Email input, "Subscribe" button)
SOLUTIONS
Brief descriptions of each Solution with CTA to Explore for each	BENEFITS
Dropdown of three benefits, CTA to read more about each	BENEFITS
Dropdown of three benefits, CTA to read more about each	PRIMARY POINTS OF DIFFERENCE
Titles and short descriptions for Content and AI capabilities	
WHO WE SERVE
Testimonials carousel per audience category with CTA	PRODUCTS
Short introduction, list of products with CTA to learn more about each	FEATURES
Short introduction, list of product features in tabs with low fidelity UI screenshots and CTA on each	SECONDARY POINTS OF DIFFERENCE
Titles and short descriptions	

Elements of a great website

For a new website launch, we always suggest a simple and clean frame with digestible web copy. Even for technical products, it's best to focus on these core five pages first and here's why:

HOME:

Often the first place your visitors land, the goal of your homepage is to succinctly describe your offering and unique selling point. From a copy standpoint, your homepage should include compelling headings, subheadings, benefits, features, value, and CTAs.

ABOUT:

Gives a glimpse of the team and culture, while allowing your visitors (including talent, customers, and investors) to decide if they are aligned with your values. Your About page should be friendly and inviting, with sections on the company's history and product offerings.

PRODUCT:

The objective here is to explain the product features and benefits, illustrating value with engaging headers and subheadings.

NEWS:

This is where you'll establish credibility as an industry expert with insightful thought leadership, and highlight your company's achievements.

CONTACT:

Make it easy and simple for visitors to contact you using a variety of methods, including a direct email, and a website form. Contact us page can also be helpful to establish additional credibility, through a map listing your offices, or a phone number.
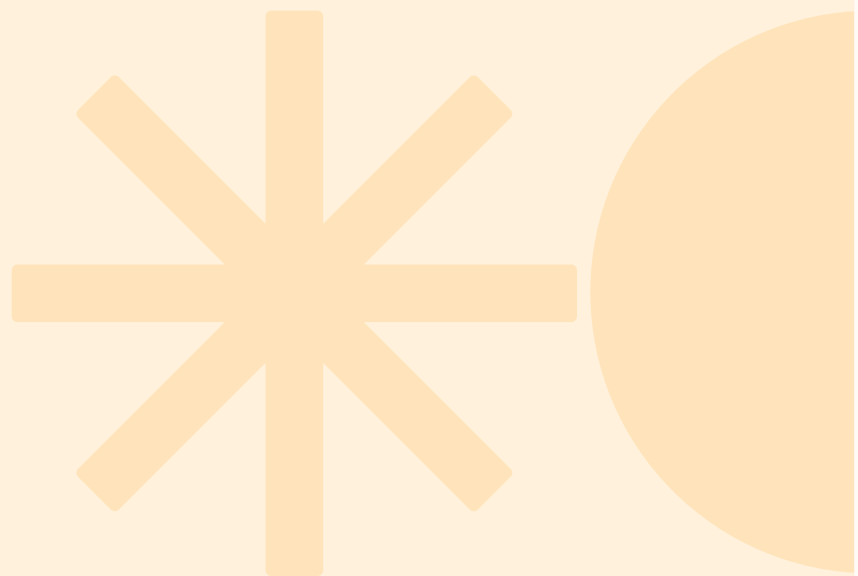
Simplifying your content
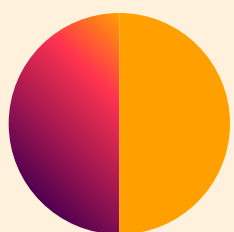
When you're creating website copy, you'll need to keep content short and snappy, avoiding the temptation to add excessive copy to each page. Don't overwhelm your visitors with several dense paragraphs or you will drive away potential traffic, risk high bounce rates, and negatively impact your SERPs. For SEO purposes, the best practice is to create easily digestible content by splitting keyword–friendly text into bitesize sentences and bullet points. Repurpose long–form documents by summarizing them for web visitors who typically only spend 15 seconds on a website.

Here's a bold and compelling headline

Here's an engaging benefit	⊕

Here's an engaging benefit	⊕

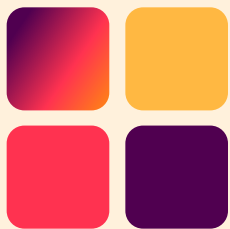**Here's a short summary of that benefit** ⊖
Heres a short summary.

KEEP THIS BUTTON COPY 2-3 WORDS AND ACTION-DRIVEN

BENEFITS SECTION: This is an example of how you could display your product features and benefits in a wireframe. This will guide how much copy to create for the benefit title and benefit dropdown description.

Using wireframes to lay out your web copy

Wireframe mockups are helpful to visualize the website layout ahead of the build to get a better idea of what your content will look like live.
These two-dimensional illustrations focus on space allocation and help you decide the optimal amount of content as well as the most engaging way it should be displayed. There are plenty of different ways content can be displayed on a website and copy can be simplified or amplified through great visuals,for instance, a carousel of testimonial quotes or fun infographics instead of five long paragraphs of text.
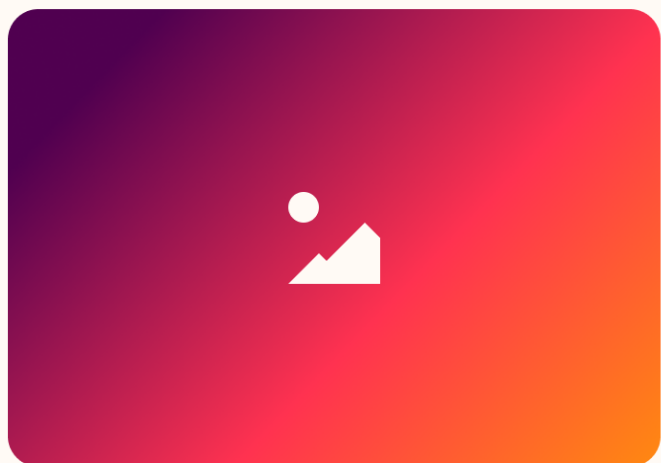
Here's a bold and compelling headline

Here's an engaging service title	Here's an engaging service title	Here's an engaging service title	Here's an engaging service title

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Do not exceed 3 lines of text and keep the copy short and snappy.

KEEP THIS BUTTON 2-3 WORDS AND ACTION-DRIVEN

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LOREM IPSUM   LOREM IPSUM

SERVICES SECTION: This is an example of how you could display your service descriptions in a wireframe. This will guide how much copy to create for each different service tab, ideally a few sentences and the space allocation for call-to-action buttons.

Conclusion

So now you know the principles of web copywriting for complex products, you can find ways of simplifying your website so you have clearer messaging and ultimately a clearer product offering.

There are plenty of considerations when designing your website from value-driven copy to brand guidelines. Take our cues before embarking on your website project and start with a competitive content analysis before moving on to the sitemap and wireframe. Once you've figured out how to deliver compelling web content, then you can be confident your website is driving those vital conversions.

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