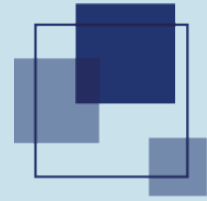# Website copy

Create more opportunities for interaction and conversion to transform your website into a stronger lead-generation platform.

Step one: create useful content

☐ Understand your ideal customer's buyer journey. Consider how you can support their information needs through a transition from 'stranger' to 'prospect' to 'convert' to 'advocate'. What website content do they rely on to find you, learn about your offering, evaluate their options, make a purchase decision or make contact?

☐ Research customer keywords to optimise your content and attract more traffic. Read our keyword planning page for more details.

☐ In addition to keyword research, interview your customers about their buyer journey to find out what information they need at each stage.

☐ Brainstorm the buyer journey with your team. What common questions are your sales team asked by new or existing customers? What questions do your customer support team respond to? If they are already asking common questions, then it's highly likely they will also be searching for this information online.

☐ Before you create any content, consider what its purpose is in the buyer journey and whether it is useful and useable. I.e. will you get a return on investment?

Step two: create a product ecosystem

☐ People don't typically buy your core products and services the first time they visit your site. You need to build a relationship with them first by being open and helpful. You can do this through blogs, articles and free information assets, such as PDF downloads or webinars.

☐ In addition to no-strings-attached products, create a few higher-value information products (such as e-guides, an email course or industry report) that prospects are happy to swap for their contact details. These 'lead magnets' help you build an email database and a lead nurture programme.

☐ Use appropriate calls to action to trigger more interaction. Remind them of the customer value they get with a download or sign-up, so you come across as helpful and not pushy. Use a mix of 'soft' conversions (like a download) and 'hard' conversions (like 'book a call'), so you gently and expertly lead them along the decision-making journey.

FOLIO.

Folio are a team of experienced copywriters and brand storytellers. We are strategic about content creation, using best practices to ensure our client's content is high quality and fit for purpose.

For more information, visit www.folio.nz.