

Online Creative Writing Course For Beginners

Commercial web texts

They must be understandable, fascinate and influence.

Text paragraphs that are forced written and read stiffly are no good.

The smoother your web texts are, the sooner and more visitors will read, and the more likely they are to become convinced and will respond.

We are going to work on this today!

1. Write active

X:This book is widely read.

V:Many people read this book.

To use verbs:

being able

to have

to be

shall

to go

Doubt words:

perhaps

maybe

possible

probably

Use only unfinished present tense and simple past tense.

X:We have attended an inspiring course.

V:We attended an inspiring course.

Doubt words and 'can' offer the option of not doing something and are less convincing.

This button allows you to open your account

This button opens your account.

When do you use 'can'?

Three situations.

You write for search engines. People often google in the we-form.

X:You compare various website builders, for example price and quality.

V:You can compare various website builders, price and quality.

You make a great promise that you can not substantiate.

X:Our programs double your capital in 5 years.

V:Our programs can double your capital in 5 years.

You are referring to one's abilities and skills.

V:Yes, we can.

V:You make a great promise that you can not substantiate.

2. Writing briefly and concisely

2.a Sentence length

The average sentence length for good online readability counts 10 words.

Resting points

Points, commas and special characters are both eye-catchers and resting points. Use them.

Note that commas do not damage the readability of your web text and make your sentences extremely lengthy.

2.b Split

How do you make long sentences shorter? Chop them in two.

X: If you are looking for an experienced copywriter, then you are at the right address here.

V: Are you looking for an experienced copywriter? Then you are at the right address here.

Place a match word in the second sentence, which refers to the previous sentence.

X: Are you looking for a copywriter with years of experience?

V: Are you looking for a copywriter? One with years of experience?

Place a question word between your sentences.

X: I have been considering a new hosting party for months, because my website loads slowly, is often offline and seems to be a target for hackers.

V: I have been considering a new hosting party for months. Why? Because my website loads slowly, and is often offline. It seems to be a target for hackers.

2.c Connect

X: Increasing expenses and increasing personnel costs.

V: Increasing expenses and staff costs.

2.d Names

Do you use a name for the second time? Then use a shortened version or abbreviation. (Unless this is a keyword.)

Wealthy Affiliate University. (first time)

WAU. (second time)

Loes Knetsch. (first time)

Loes. (second time)

3. Understandable writing

Use understandable language and formulate your message as clearly as when you talk to your son or daughter. Why?

If your reader has to think about a word or line once, then this will again damage the legibility of your web text.

3 a. Speaking language

What do we know about people who use many difficult words and vague concepts?

Indeed, they have something to hide or no idea about what they are talking about.

They want to dismiss you or come across as interesting.

Whichever of the two intentions a writer has: they make readers suspicious.

"If you can not explain it simply, you do not understand it well enough," Albert Einstein.

So be clear. Use words and phrases that your target audience uses and understands on a daily basis.

These short words provide clearness, become familiar and therefore have more impact.

Use proverbs, sayings and expressions.

Use the spoken language that your target audience uses in daily life.

Use the most popular synonyms from the Keyword Planner.

3 b. Formal expressions

Formal, official and distinguished language makes your web text complicated and boring. Avoid this jargon language.

Formal language use:

due to

factual information

on the basis of with

with regard to

regarding over
on behalf of

Language:
through
facts
according to
about
for
take a look at it

3 c. Specific
Avoid generic descriptions.
After all, the more concrete, the better.

X: I will send you all info within 24 hours.
V: I email you all info within 24 hours.

X: You will learn all the tricks of affiliate marketing.
V: You will learn all the tricks of affiliate marketing: perspectives, how to apply, how to write, you name it.

4. Apply typography
Of course, layout also contributes to the readability of your web text.

4 a. Number of rules
How short and understandable your sentences are: large text blocks are frightening. Therefore, strive for paragraphs of two to four lines. This gives your web text more white space and becomes lighter and more readable. Paragraphs next to an image can afford four to six lines.

Separate sentences between paragraphs, intermediate headings, bullets, images, frames and other fixation points.

4 b. Line length
The ideal line length is 65 to 85 characters (including spaces).

4 c. Font and size
The ideal font size for your body text is 13 to 16 pixels - depending on the font you use. At 12 pixels or less, the eyes have to exert too much effort.

4 d. Letter color
The ideal font color is dark gray (# 464646) on a white background. Not black on white, as with sales letters. This combination is often too bright on the screen.

5. Example

Example web text:

The strength of the Wealthy Affiliate University lies in the fact that we offer a free trial period for a premium account.

This way you can get acquainted with the website builder and the community without any obligation and there is every opportunity to ask questions.

In this way, we at the Wealthy Affiliate University, are convinced that you will come to the best choice. This concept has already proven its success.

Because the Wealthy Affiliate University has thousands of members, you can get informed without any obligation.

Cropped web text:

Wealthy Affiliate University would like to offer you a demonstration.

You get to know the website builder and our community, and get answers to all your questions and benefit from free expert information.

This way you will discover what WAU can mean for you.