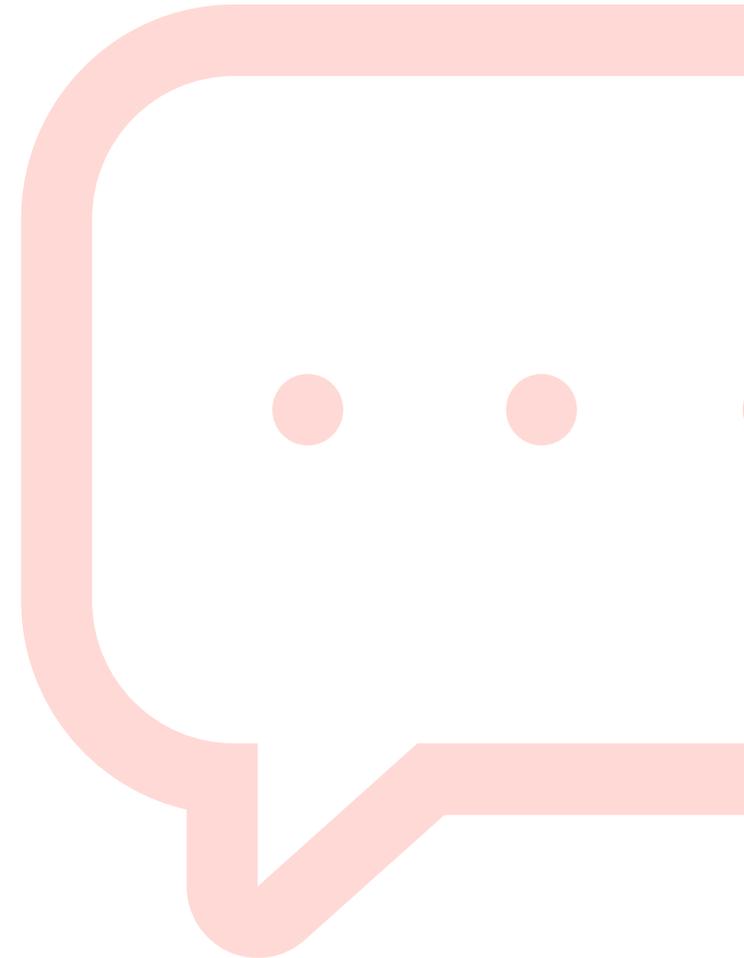


# Copyrighting.

# Copywriting is the brand's voice.

Copywriting involves conceptualisation of the key product selling point, which acts as a driving tool for all the chained elements involved in a marketing activity.

Unlike editorial or news writing, copywriting is a trade by which a series of words or phrases persuade consumers or brand followers to take specific actions, such as buying a product, subscribing to a form, reading a blog post, etc. In layman' terms, copywriting is also an art. It entails a certain discretion on part of the copywriter to know what words will best convey the message you or your brand desires to transmit. It is no easy task to undertake, as every word comes with its cultural nuances and meanings. Additionally, the choice of words must weave smoothly together with the overall phrasing, having a rhythmic-like feel that is appealing both aesthetically and orally (if read aloud).



# SEO Copywriting

With the rise of social media platforms and the need for brands to have a digital presence, one of the more leading forms of copywriting is SEO copywriting. SEO stands for Search Engine Optimisation and is a process currently integrated in many digital marketing strategies to influence the visibility of an online website or webpage in a search engine's unpaid or "organic" results. The importance of SEO copywriting is extremely relevant to digital marketing strategy, given that it can help your website or web page appear higher and more frequently in search results, as well as convert those search engine users into visitors and potential customers.



SEO copywriting is composed of three integral aspects:

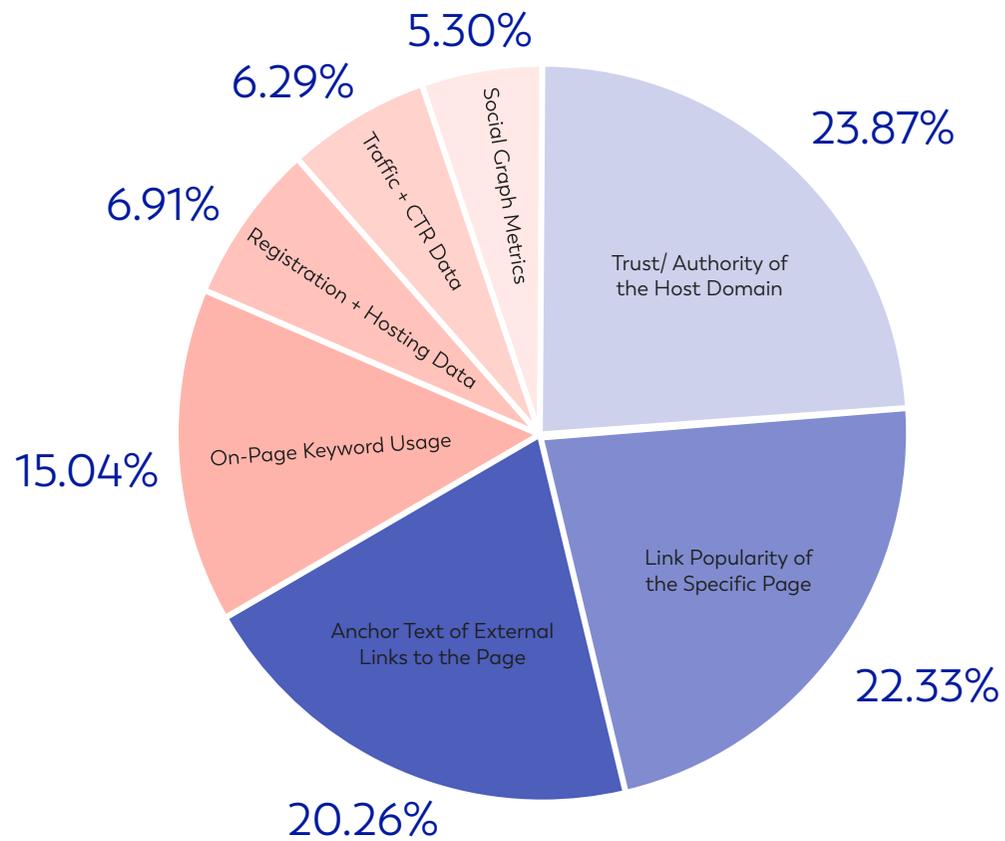
- Selection of specific, attractive keywords relevant to article topic
- Writing articles, blog posts or overall content including such keyword choices
- Sway search engine rankings and have website or webpage rank among the top positions

When a brand can execute an effective SEO copywriting approach in their material, the brand will begin to see how search engines optimise the the search result process to show users relevant and helpful content. Search engines are complex computational systems with an abundance of algorithms that favour and prioritise useful content, and by the same token, penalise if need be.



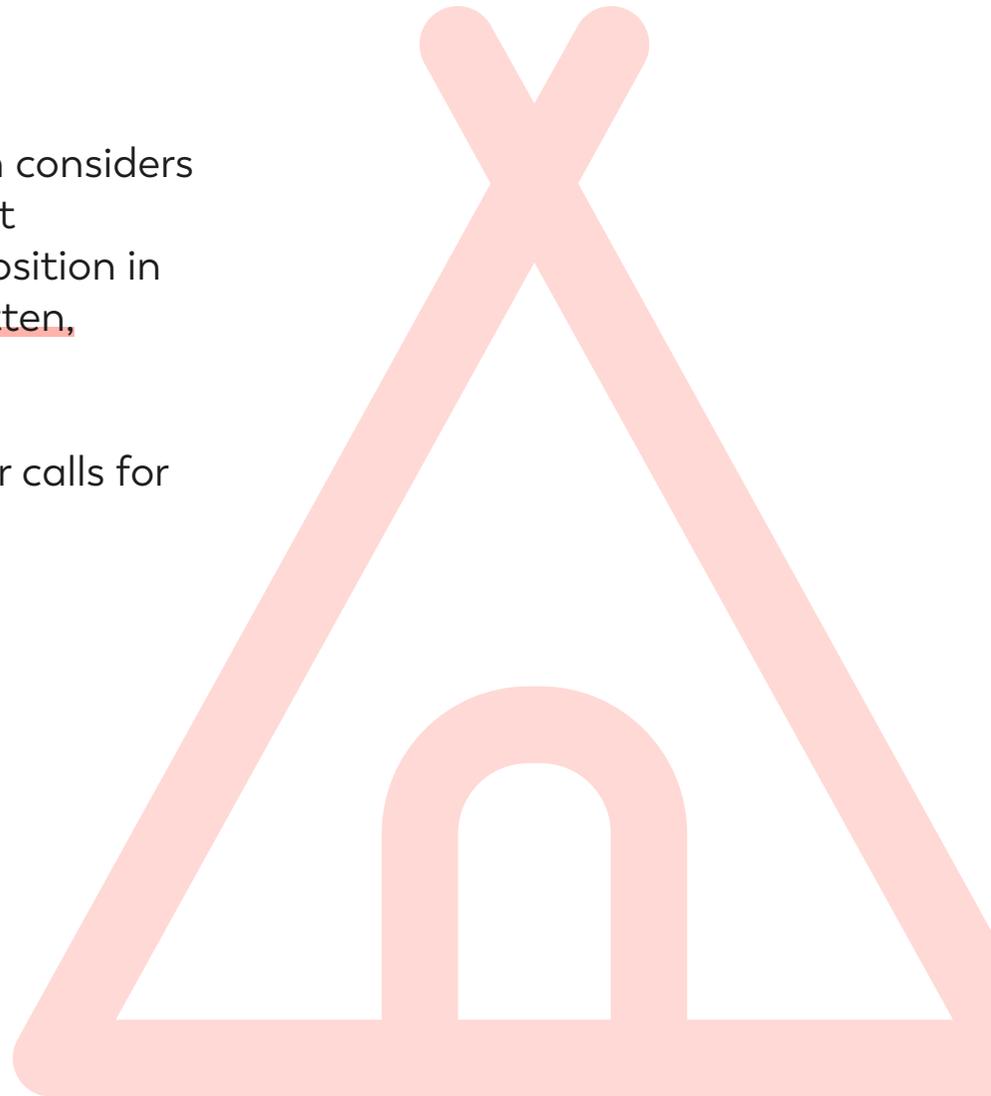
## Components of Google's Ranking Algorithm

(According to 72 SEOs Surveyed for SEOMoz's Biennial Search Ranking Factors)



As can be seen above, Google's ranking algorithm considers Trust/authority of the host domain as the highest influential factor when determining a website's position in its search engine. Such authority comes from written, interesting and relevant content.

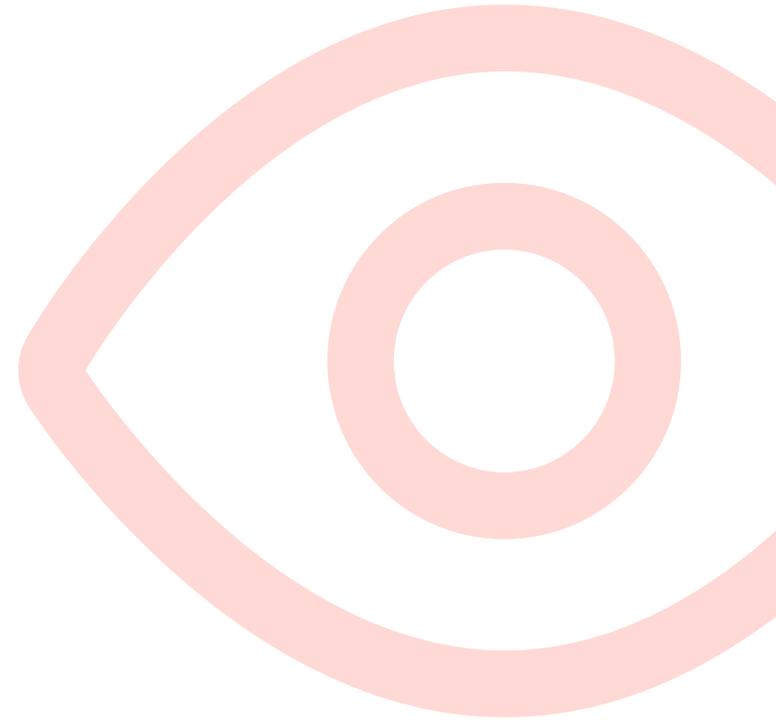
But of course, not all copywriting is as technical or calls for the use of keywords in produced material.



# Social Media Copywriting/ Email Marketing

Sometimes, like in the case of social media copywriting or email marketing, it can be a matter of optimising tone of voice, language and message, and selecting appealing images and videos to complement text.

Take for example email marketing. What determines whether an individual open an email or not is the interest piqued by the subject headline. In fact, according Copyblogger, it is worth investing time in writing headline copy. On average, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest. The copy can be what makes any individual your next customer.



# Customer Behaviour and Copywriting

On the same note, copywriting does not have to be complicated: it can be simple and even short. The most important part though, is that it invokes an (re-)action on part of the consumer. Be it is the subject headline of an email, the tagline for a brand like Nike's Just do it or the About Us section of your webpage, copywriting creatively weighs the use of every word because it can either "make or break" your product or service.

Understanding customer psychology or customer behaviour can aid in the selection of words and phrasing.



Here's a perfect case-in-point:

In a study performed, two phrases were presented for a door-to-door donation request. Researchers tested the effect of the slight variation in wording.

- “Would you be willing to help by giving a donation?”
- “Would you be willing to help by giving a donation? Every penny will help.”

The results showed that people who were asked the second question were almost twice as likely to donate, from 28% to 50%.

This slight difference in wording invited a great variation in a person's likelihood to donate. When minimal parameters were set, people felt more inclined to make a difference even if it was just one penny.

\*Source: Full-Cycle Social Psychology



**What's  
your brand  
missing?**

**BOB'S YOUR  
UNCLE**