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**The Little Fish Guide to Writing Your Own Website: Web  
Copywriting Tips for Startups, Entrepreneurs, Business Owners  
and Marketers**

**INCLUDES Getting Found on Search Engines**

**Jackie The Little Fish Guide to Writing Your Own Website  
Barrie**

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Also by Jackie Barrie

*The Little Fish Guide to DIY Marketing (2010)*

*The Little Fish Guide to Networking (2011)*

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## **Reviews**

“How to Write Your Own Website had me nodding, groaning (at my own stupidity) and laughing out loud – and I ended up with a long list of actions and ideas to improve the copy on my website. It contains a host of valuable information, whether you are new to websites, or need to review your existing one. The Little Fish Guide to Writing Your Own Website Jackie demystifies much of the jargon around websites and makes the whole process very The Little Fish Guide to Writing Your Own Website easy to understand. She gets straight to the point – your website is not about YOU; it’s about the person reading it, or your ideal clients.

Her advice really got me rethinking my website from the reader’s point of view, and I got much clearer on what I want each page and the website as a whole to achieve. I laughed out loud at the section on What Not to Write on Your About Us Page... So obvious on reflection, but exactly the sort of bland blah blah blah that I was in danger of writing on mine.

This book is packed with insight and information that will prove invaluable to anyone who wants to know more about what to write on their website. In just a few pages of great content, Jackie has given me a list of actions that will improve my website and ensure that it gets the results I want for my business, now and in The Little Fish Guide to Writing Your Own Website the future.”

**Dr Emma Sutton, NakedPresenting.co.uk**

“Getting your web content wrong can cost you a fortune in lost clients. This terrific little book The Little Fish Guide to Writing Your Own Website will save you from making expensive mistakes.

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Building your own website? Read it before you write a single word. Briefing someone to create a website for you? Use it to gauge their expertise before you part with your money. Already got a website? Read it to check whether your site is working as well for you as it could.

This book is packed with up-to-the-minute relevant information and it's a delight to read! It provides total clarity as to what works and what The Little Fish Guide to Writing Your Own Website doesn't. When it comes to getting your web design and copy 'just right', this little book by Jackie Barrie is the best guide I've ever read."

**Angus Whitton, Journey Plan Ltd**

"This is a gem of a book. Everything you need to know is set out in plain language with The Little Fish Guide to Writing Your Own Website a dash of cheeky humour thrown in. It's filled with all the tips and tricks you'll need to write web copy that appeals to both people AND search engines. After reading it I took a look at my own website and was able to The Little Fish Guide to Writing Your Own Website make some important changes right away. Quick and easy to read, I recommend that you get this into your business library immediately!"

**Kerriane Cartmer-Edwards, TheSuccessMindShift.com**

Dedicated to all my lovely clients.

## ***Glossary***

There is a lot of jargon in the world of websites. Here are The Little Fish Guide to Writing Your Own Website a few of the main terms mentioned in this book that you need to understand before you read on:

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## **Adwords**

Paid The Little Fish Guide to Writing Your Own Website advertising that appears in the right sidebar of Google search results.

## **Alt tags**

Alternative text used to describe images on websites. Can be seen in some web browsers The Little Fish Guide to Writing Your Own Website when you hover the cursor over the picture.

## **Analytics**

Stats that track visitor behaviour on your website. Use them to make informed decisions about layout and content.

## **H1 tag**

The equivalent of Heading 1 in Word styles. Important for SEO.

## **Keywords, key phrases**

The search terms that you want to be found for.

## **Meta tags**

Part of the code that makes up your website; there to be read by search engines, not human beings.

## **SEO**

Search Engine Optimisation, that is, optimising your site's The Little Fish Guide to Writing Your Own Website content and tags to help it get found on search.

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## ***Introduction***

These days, more and more businesses have a Content Management System (CMS) website, or use a blogging tool such as Wordpress or Joomla to build their own.

Quite right too. Why should you have to pay a web professional every The Little Fish Guide to Writing Your Own Website time you want to update something?

However, if you don't know what you're doing, you might be losing custom.

I've written hundreds of websites since I launched Comms Plus in 2001, and have compiled almost everything I've learned into this book. You'll find some top tips The Little Fish Guide to Writing Your Own Website for effective web content, covering copy, design, video and Search Engine Optimisation The Little Fish Guide to Writing Your Own Website (SEO).

I hope you find it useful. Either way, please email your comments to me at <mailto:jackie@comms-plus.co.uk>.

**Jackie Barrie**

P.S. My thanks to my clients and contacts who granted permission for their case studies and screenshots to be featured in this book.

*An **image consultant** had paid thousands to have her website redesigned, and wrote all the copy herself. Despite getting 200 hits per week through Google Adwords and Pay Per Click campaigns, she had no enquiries for two months. I rewrote some key pages, recommended some design changes, and she received six enquiries in the first week including a great corporate opportunity.*

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*A **mortgage adviser** had written his own web copy. Although people were finding his Home page, they were leaving the site in seconds, without clicking through to his sub-pages. The Little Fish Guide to Writing Your Own Website He agreed to let me rewrite the Home page as a test. After only a week, his site visitors started clicking through to the next level.*

*An **eco-cleaner** asked me to write her website so it would be found on a Google search. She told me: "A new client rang me to say: 'I loved your website, it was the most professional of all the cleaning sites I found. And I must congratulate whoever did your copywriting and search engine optimisation. They did a really great job! Whatever cleaning keywords I searched on Google, your site came up, so I decided it was meant to be!'"*

## **Defining copywriting**

## **The Little Fish Guide To Writing Your Own Website**

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