



DIY YOUR
WEBSITE
WORDS

Copy & SEO Explained



How and what you write on your website is inevitably going to be crawled & read by one of Google's bots.

These bots, sometimes referred to as spiders or crawlers, continuously 'crawl' websites in order to understand what the site is about, and what value it brings to people relevant to the brand or Information.

When they crawl sites, this is called indexing and it's Google's way of learning what you have to offer, and how important it is. Google bots also help Google decide where you will show up in search results (ranked).

Depending on what words (keywords) are included in your products, collections and overall across your website, will determine how your site will appear in Search results.

SEO *or Search Engine Optimisation* is a specialised field within the Digital Marketing realm. It's recommended that if you're main source of website traffic is reliant on Google, then you should consider hiring a SEO-specific marketing team to assist you to reach your goals.

Within their expertise, they can guide you with what copy you will need to supply and a few strategies to boost your visibility on Google.

Products

Product Titles

Product Descriptions (include keywords and aim for a minimum of 120-150 words)

Other Details (How to use, Ingredients, Size Guide, Benefits, FAQ's, Variants, SKUs, Pricing etc)

Specific meta description (if different to description - this is what Google will show in search results)

Collections

Collection Titles

Collection Descriptions

Images

Images supplied are named specific to the Product or your Brand

Supply Alt Tag Description (if different to Image Name above)

Alt Tags are the name/description that appears if an image doesn't load. This text also helps screen-reading tools describe images to visually impaired readers and allows search engines to better crawl and rank your website.

Pages (About, Contact, FAQ, etc.)

Page Titles

Short Page Descriptions (Under 60 words - keyword rich)

Full/Complete Page Content

Home Page (minimum of 300 words)

Headlines + sub headers (include keywords and make them short, punchy and descriptive)

Brand mission and values

The 'Who, What, Where, When and most importantly, 'Why'

Benefits and features of your product/brand

Policies

(check what your store needs on 123legal.com.au or use [Love Your Legals](#) for a lawyer to write them)

Shipping Policy, Returns/Refund Policy, Terms & Conditions, Privacy Policy

Any other info such as Sizing Guides, How To Use, Disclaimers

Blogs

Blog Titles

Blog Page Short Description (under 60 words, keyword rich)

Full/Complete Page Content

Frequently Asked Questions

Common Customer Questions

FAQ's Page Short Description (under 60 words, keyword rich)

Full/Complete Page Content (with Keywords where possible)

Rather leave it up to the pros?



If you're struggling to put a pen to paper (or fingers to keyboard) then allow us to help. We'll write words that elevate our businesses and shed light on more than just what you're selling.

Together we'll find your true voice that speaks to your audience in a meaningful, authentic and trustworthy way.

All our magical words are written to tell your brand story and turn curious visitors into paying customers.

We always make sure copy is SEO-friendly and jam-packed with keywords so you can become BFFs with Google.

3-Page Web Copy

For Home, About + FAQ page.

\$ 599 ex GST

Product Descriptions

Crafted to convert. Bulk discounts available.

from \$ 79 ex GST per product

Collection Descriptions

Bulk discounts available.

from \$ 79 ex GST per collection/category

