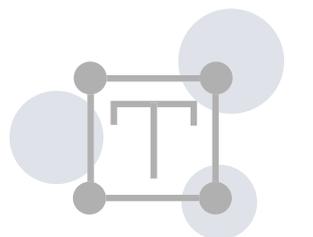
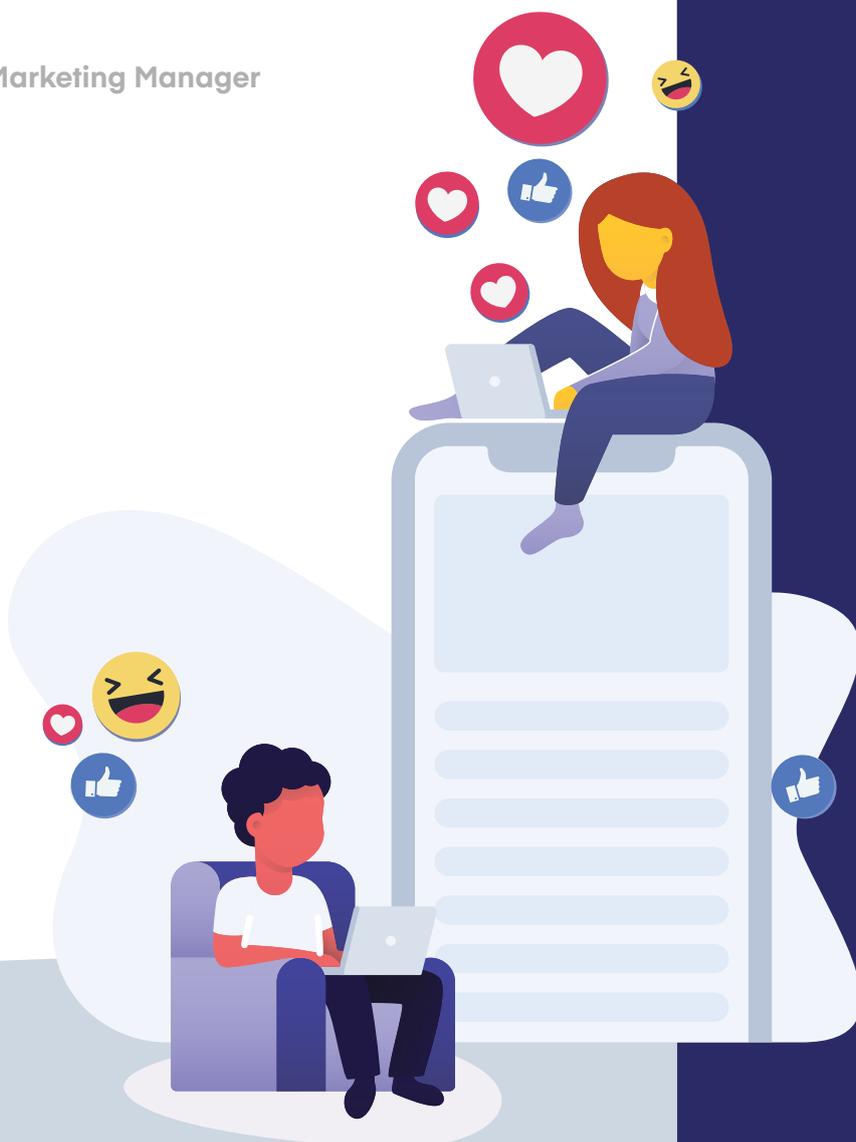


# Adaptify's Best Practice Guide to Writing for the Web

Author: Tim Cooke / Growth Marketing Manager



Content Marketing



adaptify

# **Adaptify's Best Practice Guide to Writing for the Web**

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# Introduction

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Let's talk a little about content today. There was a time when content could be short and concise copy. With the advancement of SEO, content became longer and with the addition of User Experience (UX), content began to diversify (videos, infographics, copy, images).

Another important consideration is the shift in how people read.



# Diverse Content and F Shape Reading

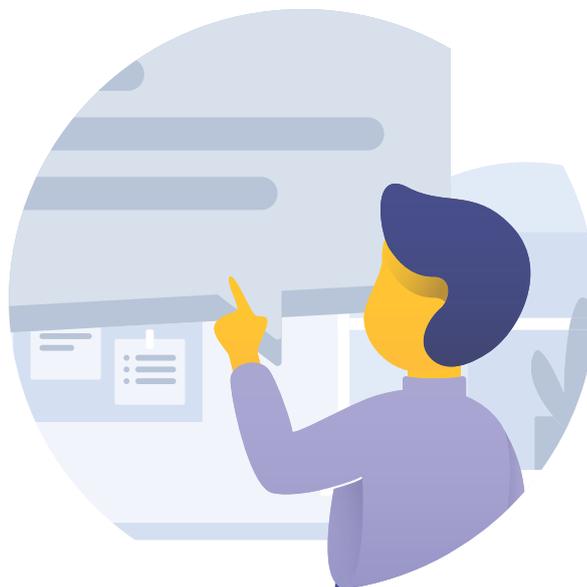
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As technology has evolved, so has the way in which we consume content, particularly with reading content. People read mostly from their phone and mobile responsive design change paragraph structure dramatically. Paragraphs that were once up to five sentences long have been reduced to two or three to increase scanability and readability.

When we are looking at written content online, we are very rarely reading, we are actually  
F-Shape Reading is designed in an F-Shape.

The eye moves left to right, back then down, left to right back and then down much further (Hence the F shape). When scanning a document, Content should be structured in terms of most important, next important, then broken up with imagery or a video, before continuing on.

The idea is that 3000 words is broken up and diversified so that people are engaged in different ways and not made to feel like they are reading an essay.



# Website Content

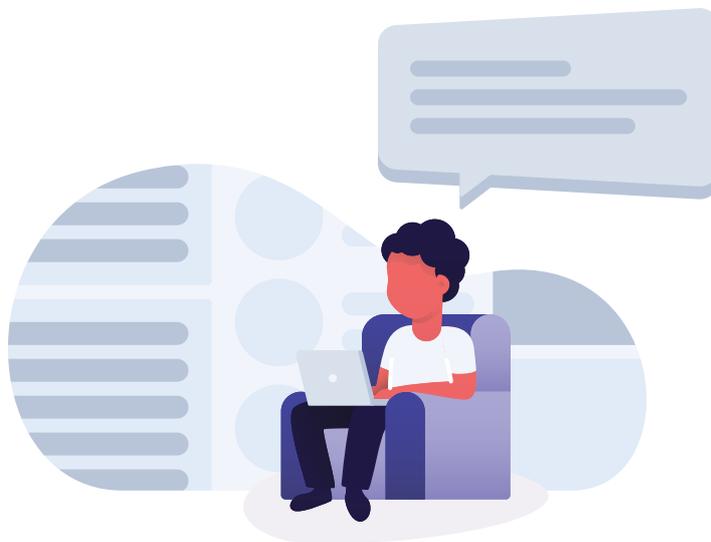
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Website content should always incorporate SEO. If possible, it should also be structured that the distance between the home page and the buying (buy in) decision is around 3 mouse clicks (Awareness, Consideration, Decision).

A simple guideline is as follows:

- u Understand the pain points of the customer and to address them immediately, (either, in the headings or first paragraph).
- u Stack value into the content. How it benefits. Why it helps. And why this business in particular.
- u Bring customers towards a buying decision. Use call to actions (Get in touch, call us today) and always link to contact, phone number etc.

Website content works best when the content has certain 'impact sentences.' Short and sharp they relay a fact or prove a point in a direct manner. These can be used in conjunction with fear of missing out (sales time periods), and statistics (a common and effective social proof). But the best use of impact sentences is to evoke an emotional response, we remember that in which we feel.

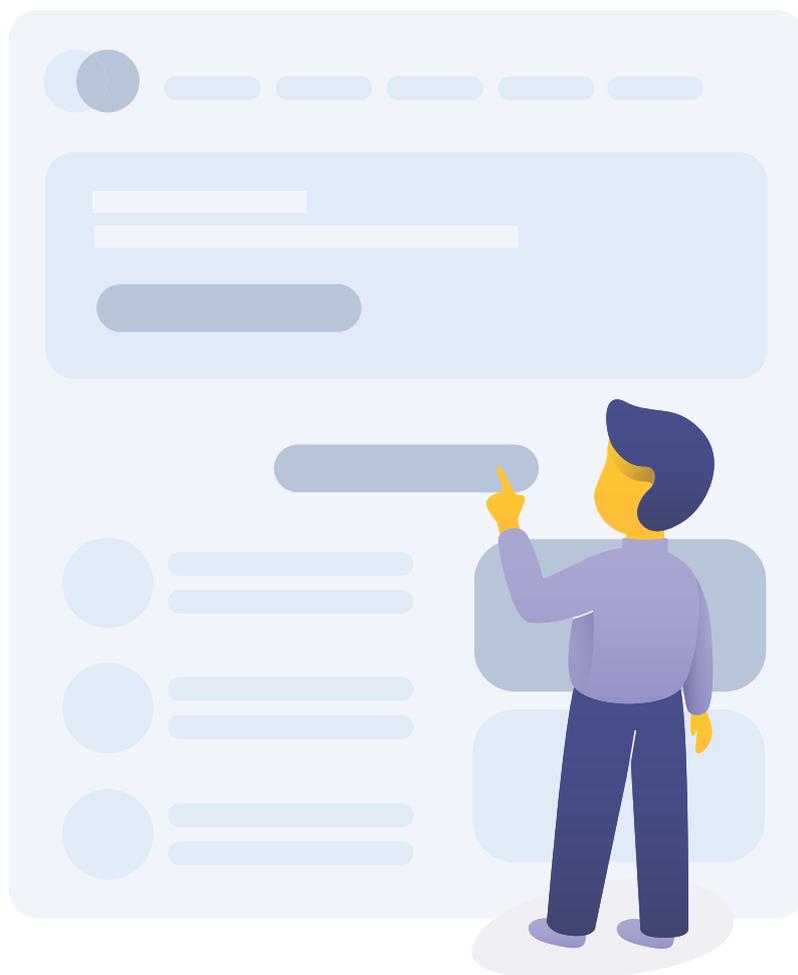


# Landing Pages

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Landing Page content is very similar to website content with one important difference. Where a website says, "look at all the things we can do", a landing page suggests a singular thing whether it be a product, service or deal. Landing pages are designed not to distract the user from completing your goal (buying a product/service, subscribing to a lead magnet etc).

Landing pages are aimed at consumers in the buying phase who have the bulk of the information that they need before purchase and are simply trying to figure out who they want to do business with.



# Social Media

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Why this is important is that content, based on channel changes format quite substantially. Facebook for instance uses algorithms that places videos higher on the news feed than copy written posts.

Imagery with text over it can similarly be marked down. See the Facebook text overlay tool to test your images for Facebook.

Original content is a strong contender on social media in general, with stock photos losing out by way of repetition in Facebook's algorithms.

Also with social media, a large degree of content requires timeliness. Being active in the community, and allowing posts to coincide with events, trends etc. Instagram can be powerful in this way.

If your company works solely B2B, then LinkedIn blogs are a powerhouse for gaining authority, building relationships and trust.



# Longform Content Blogs

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One of the most underrated yet financially rewarding tools, longform blog content is beautiful for several reasons.

It can establish brand identity, authority and awareness. Longform blogs engage potential customers on topics they are genuinely interested in. Similarly, with a word count between 2000-3000 words they are absolutely adored by search engines.

Add to this interlinking, backlinking and social media sharing and longform blog content also elevates your websites domain authority (assuming interlinking and backlinking is done properly).

There are a few reasons why people are hesitant towards longform blog content. The main being the assumption that no one will read 3000 words. And tis is where the diversity of content and F-shape reading comes in.



# Video Content

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The scale and production of video content varies immensely. So much more than this article will allow. But video content doesn't need to be huge for it to be effective. Many facebook videos use stock video overlaid with unique motion graphics. This can tell a story, or produce facts and create engaging content that people will watch. The key with video content is brevity and content quality.

A pro tip: Never create one video. Create a macro narrative for one video but then split it up into soundbites and sections that can be reposted on social media.



# Emails (Email Direct Marketing)

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Often associated with Spam, emails get a tough wrap. The fact of the matter is that with email, you have a direct line of communication. With so many people using their mobiles, that line of communication can be right into someone's pocket.

Emails are tough because people are so accustomed to spam that the success of email Direct Marketing often comes down to the subject line. You want to give them value in every email but throw the word FREE into the subject line, without proper strategy and they'll disregard it immediately.

To avoid the junk folder keep subject lines, snappy and to the point offering reason for people to open the email.



# Emails

## (Nurture Funnel Marketing)

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If you are working on automated email campaigns there are a couple of additional considerations.

First the style from one email to another needs to be consistent.

Second, all journeys from the email, to your website need to be mapped and tracked so that you know where people showed interest, and where that interest lead them.

Third and most important, when creating emails that nurture, you are not sending deals with every email. The purpose of these emails is to nurture people, remind them of your brand, not the hard sell.

Here's a basic automated email sequence you can follow:

You have 12 emails which you send out monthly over the course of a year. 9 of those emails talk about the latest news, talk about the brand or industry, and are designed to create brand authority. The remaining 3 are your tripwires. These are when you offer deals, or promotions. They should be laid out like so over the course of a year.

Nurture (x3) + Tripwire (x1) + Nurture (x3) + Tripwire (x1) + Nurture (x3) + Tripwire (x1).

# Want More?

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If there is something you're not sure about, or you want some help in developing campaigns or just content, feel free to come and have a coffee with us. Call us on 1300 423 566 or visit us at **[adaptify.com.au](https://adaptify.com.au)**

Thanks for downloading our guide! We'd love to stay in touch - you can find us here:

