

Footmark Media business website copywriting service

Good internet marketing depends on good website copywriting.

Website copywriting is a unique skill which involves experience of marketing methods and user interface design. It requires an understanding of your business, your targeted market and what you hope to gain from your website, plus an understanding of how people use the web, how different areas of the screen have different impacts, and how users are likely to navigate through your site to gain the information they require. It also requires understanding of some basic psychology, such as how people think and how information needs to be displayed to facilitate these different mental approaches.

Now add to all this the requirements of search engine optimisation and how the visitor may be viewing the information (with or without graphics, on a PC or a mobile phone) and you can see why **good copywriting for the web is not simply pasting your brochure content into a webpage!**

Copywriting service

At Footmark we have a strong background in marketing, interface design and copy writing. When building your website we can offer:

- General guidelines to help you write copy for your website
- Rewriting and editing your text or existing website content to meet marketing and search engine optimisation requirements
- Discussion of your business, your website goals and target market, and then using your current marketing information, brochures and leaflets to create copy specifically designed to meet your website requirements.

You will have the opportunity to go through new content and to ask questions and make alterations before signing off the content for web publication.

You can use our web copywriting service to:

- Create a new search engine optimised page

- Update your existing website text to include search engine optimisation
- 'Makeover' your web content to make it more marketing focused
- Create email marketing mailouts and newsletters
- Update volatile content such as news or reports (see > www.footmarkwebdesign.com for website maintenance and management information)

We can also script Flash presentations and web audio and video content.

If you have any questions on our copywriting services please don't hesitate to > [contact us](#) for more information and quotes on search engine optimisation

Tel: 07809 524 300

> www.footmarkwebdesign.com

Online learning website copywriting

Footmark also has a strong educational background, which enables us to create content for learning modules and online and offline interactive activities.

Where appropriate we work alongside curriculum and classroom specialists to ensure the level of language and the delivery, whether simple text or interactive, is appropriate to the level of student learning and the National Curriculum.

We also create content and interactive modules for lifelong learning and computer based training, including projects for the British Library and the Open University.

For more information about our educational and online learning copywriting please > [contact us](#).

> www.footmarkwebdesign.com