

## A Wrightwell copywriting case study

# Creating website copy fast with little conversation



### The client's project

An ambitious international health and beauty brand had plans to build up its global network of luxury spas. To help achieve that goal, a UK-based branding and marketing agency had been working with the client to create a similarly high-end look and feel for the business.

Key to the marketing process was a new website. The agency had created a design to suit the brand and a structure. Now time was of the essence to write the copy.

That's when I stepped in as the freelance copywriter ready to craft the words.

## The challenge

The website words needed to fulfil a key role:

- Target an audience of business owners interested in delivering high-end services to very discerning customers (and gently dissuade interest from anyone offering anything less than totally tailored, luxurious service)
- Sell the features and benefits to the reader of working with client as part of their network
- Create a clear journey for the audience to identify themselves as a potential partner, and, importantly, to get in touch to move along the conversation.

Because the copywriting was a late addition to the project, there was going to be little time for direct conversation between copywriter and client. The content would have to be largely written from a large number of background brochures, plans, treatment menus and more – providing hugely varying levels of detail in a range of style.

## My approach

- Set the tone. Ensure that the business is using the same voice for all the copy on its pages, and that it's designed to talk in a way that resonates with the reader. Here we needed professional but friendly copy, written for people whose first language may not be English.
- Differentiate the website from current brochures. Print and digital media offer different opportunities to tell a story, and website copy is a great place to show and tell in more detail.
- Build in the provided background information where it works, but not feel obliged to use everything. The key messages should stand out while the rest is useful detail.
- Discover the gaps and ask for more information. Long conversations directly with the client weren't going to happen, but by putting together a list of questions I could find the answers to the questions that readers would be asking.
- Work to a plan. Tell the story in brief on the home page. Lead the reader through the other pages to learn more – and make the call to action very clear.
- Keep the writing easy to read and understand.
- Always keep the target audience in mind, and focus constantly on what they will gain by doing business with the website owner.

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*I'm Kathy Lawrence and I'm a hugely experienced copywriter working directly with clients and agencies across a wide range of B2B and B2C industries. Do*



*get in touch to find out how I can help your business with its marketing words  
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