

# High-quality content **in online marketing**

## Part 2

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Greater success with powerful  
copy for every  
online marketing project



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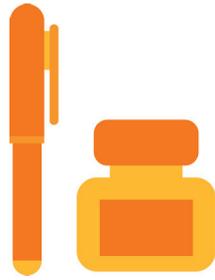


## Just Write Yourself?! - Where to start

### The makings of a good text

“Whenever an understanding has to be reached, someone has got to toil: either the reader or the writer”, stated the linguistics teacher, Wolf Schneider. It’s not just the chef (you) who has to find the menu appetising, but the restaurant guests (your readers) have got to like something on there as well. Whenever readers have to battle with the content on your page, then your writer has clearly gotten something wrong: The bounce rate is increasing, but with the stay rate sinking, potential clients are getting lost. It’s an author’s task to compose the best, most understandable and presentable text possible - each time and for each topic. And it’s your task to recognise this.

But what makes a great text? Isn’t it a question of taste? Yes, but even so, there are a few rules for an attractive article.



## A great text

- ✓ is new, interesting, unique and attractive
- ✓ addresses the reader and satisfies their needs
- ✓ is correct, even when correct texts aren't always good
- ✓ is understandable and doesn't use unnecessary foreign vocab
- ✓ is always directed toward the target audience
- ✓ is interactive and multimedial
- ✓ is often hard work for the writer
- ✓ is made up of clearly structured sentences, appropriate word choice and good structure

## > Simply write nice sentences

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### **Avoid those multiple clauses**

Sentences with too many commas and subordinate clauses are a real challenge for readers. Each sentence has to be clear and articulately phrased - not too extravagant or around the houses.



### **Short sentences win**

"Authors should write standing up. Then they'd write shorter sentences". You don't have to be quite as disciplined as Hemingway, but if your entire article is just one short sentence after another, you're on the quickest road to boring your readers. It's much more important to rely on the rhythm of the text and on the natural flow of language to achieve that engaging style and exciting narrative. A nice mix of long and short sentences is important for variety, so get rid of any unnecessary words and try reading passages out loud. If each sentence sounds right and fits nicely in the flow of text, then you know you've got the sentence length right.





### **A sentence for a statement**

An important statement is worthy of its own sentence. It's also worthwhile giving really good statements lengthier or multiple sentences - making sure the sense is conveyed is more important than keeping everything as short and succinct as possible. Put the main points in the main clause and the sub points in the subordinate clauses.



### **Arousing curiosity from one sentence to the next**

A good text is compelling to read; it builds up the suspense that carries the reader from start to finish and grabs the reader with well composed, fluent sentences. **William Faulkener** once said "Write the first sentence so that the reader has got to read the second."



## › Example

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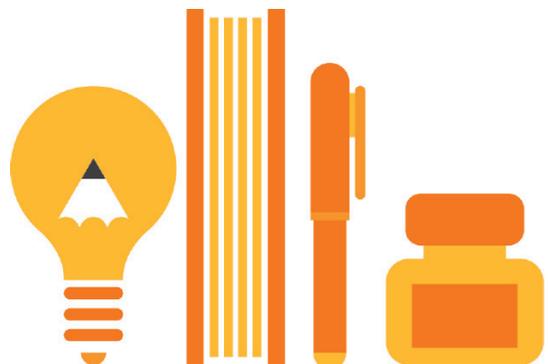
### **Not so much like this....**

Many long-time Textbroker authors had initially signed up with the platform because, and this is a reason everybody can understand, they wanted to have an additional source of income. In the meantime, a number of active writers had discovered not only their passion, but their talent for writing and now dedicate themselves to the production of high-quality texts that are particularly interesting to read and are also SEO optimised specifically for websites, online shops and general PR.



### **But more like this....**

Many writers have been active on Textbroker for years. The majority of them registered on the platform to earn a little extra, but in the process discovered their writing talent. Today, they invest their passion in writing high-quality texts for websites, online shops and PR departments - engaging both for the reader and the search engines.



## › Building content with words.

Words are the building blocks for every article. Place even the smallest sentence elements in the right place to ensure a solidly constructed article.

### › Avoid using officialise and generic terms

You're not going to win over any readers with legalese and bureaucratic texts. Even if you could, it's not a sign of intelligence to express yourself with exaggerated pompousness or in a strained attempt to sound academic. The use of certain terms and phrases is determined by the context and target audience, and sometimes highly technical or complex language is necessary.

A good author, however, should never make things more complex; rather, they should do all they can to make everything easier. It's important to make sure that your article is worthy of reading and that it's not too complicated, but at the same time not too dull. Keep your statements clear and concrete, don't generalise; rather, 'show' your readers exactly what you mean. Or, as Goethe once said, "Only write as you'd speak, and you'll have a great letter".

### › Get rid of unnecessary words

Think about which words you need in each sentence. It's not unusual for empty phrases and unnecessary bits and bobs to be included when writing - just delete them before publishing!

Adjectives and adverbs which describe a situation, object or circumstance clearly and exactly add to the quality of the sentence. However, an 'unending, white, soft, delicate, scorching but dreamingly beautiful and serene paradise beach' is simply too much of a good thing. Use as many words as necessary, and as few as possible.

› **Write active**

Forcing your sentences into passive or impersonal constructions will almost always make an article exhausting to read. Sometimes it's necessary to use third person or passive phrases, but if you don't want to suggest that people are suffering or you're deliberately trying to obscure the events, then write in active sentences.

› **Only use the best words you can find.**

Think about your word choice carefully. Write precisely and be eloquent, but don't over-complicate matters or use stilted phrasing.

› **Example**

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**Not so much like this.....**



Following the general election in September of this year, all of the campaign pledges from the ministers, who had been, in turn, elected by the people, will almost certainly be forgotten quickly.



**Rather more like...**

Following the general election in September, many politicians will have forgotten their election pledges.

## We build on structure



A good structure is the base of each text. Only those who plan their text thoroughly, right from the beginning, will be able to slot every point together to form a great piece of work.

### 1 Structure your text

With a clear structure, you're leading your readers through your text. A running trend through your text doesn't just help to build suspense and clarity, it shapes an article, keeping it understandable and clear. The structure of an article is, above all else, determined by its genre. You'd write an advice column differently to a report, for example. There are a few points which are especially important to certain genres:

#### **(A) The introduction tells the reader what it's about.**

The first sentence is often the deciding factor as to whether a reader continues reading or clicks away. For this reason, a good introduction is made up of an engaging opening (e.g. with a good quote). This portal into your text explains the topic to the reader and presents a theory. If there is a particular reason for the topic, then this is mentioned in the opening, too.

#### **(B) The main body is for the main part of the topic - in its entirety**

A good webtext covers many relevant points and perspectives. Find a compromise between article length and important content.

### © Reach a conclusion

Your conclusion could just be a suggestion or even the results of an analysis. You don't have to list all of the points you'd discussed in the main body of the article again. If you presented a theory at the start of your text, then go back to it and either confirm or refute it. The reader has to find some value in the conclusion, either in the summary of the most important points or in the overall conclusion which solves a problem.

### 2 Before writing, start thinking:

Think about how the text will look beforehand. Take product tests as an example: Do you want to bring the negative or positive aspects of the products to the fore? What should the results of your analysis be? Asking yourself questions like these, before writing, will help you structure your text logically and write clearly.

### 3 An outline is a must:

Organise your article optically with paragraphs and subheadings. That shows both readers and search engines which parts are important - even at first glance. Create interesting, but fitting subheaders and include the necessary keywords in them. Give each train of thought a paragraph. Lists with bullet points give readers a clear breakdown of the most important points.

### 4 Avoid elaborated phrases

Descriptive phrases do create images, but often these are incorrect. Sentences such as "The introduction to the new admin page is stuck in a starting pit" isn't just trite, it doesn't actually say anything. Idioms and plays on words work well for entertainment and making comparisons, but in measure and with a real feel for the language. Avoid generalisations and empty phrases, and make

sure you're not being too pompous. Remember, you can say a lot with just a few words.

**TIP**



Show exactly what you mean: "The garden is nice" is general and doesn't say anything. But when your readers see "The soft green lawn frames flowerbeds with lilac pansies, growing beneath the shade of the old oak", they have an idea of what you're talking about.

**5 Comprehensibility is your priority**

No matter how beautifully you can say it, the reader still has to get it.

**6 Encourage your readers to action:**

Web articles are often written for website conversion. Whether they encourage the reader to register, to buy or just to read further, almost every article's aim will be to have its readers take action. Make it easy for your readers and just tell them what to do! With cries such as "Register for free!" or "Read next text", or "Find out more", you're animating your readers clearly and directly. For this reason, avoid general statements such as "click here", as these are less informative for the reader.

## The purpose of good copy

### A good text should...

- ✓ Not be overly salesy, it should also offer advice.
- ✓ Engage and interest the reader.
- ✓ Be relevant and up to date for the target audience.
- ✓ Understandable and well structured.
- ✓ Be optimised for the search engines.
- ✓ Display your competence.
- ✓ Strengthen your connection to your clients.

### What you should note:

A good text is a question of taste - there are as many opinions as there are readers. Despite this, you should still follow a few of the ground rules for creating an understandable and easily readable text:

- ✓ Main points belong to main clauses, less important points belong in subordinate clauses.
- ✓ Leave the empty phrases, tired language and generalisations aside.
- ✓ Short main clauses, short subordinate clauses, no stiltedness, but watch out for the rhythm.
- ✓ No heavily descriptive phrases, rather strong, verbal commands!

- ✓ A lot of active, a little passive.
- ✓ Concrete, not abstract explanations.
- ✓ Limit the foreign lingo and abbreviations.
- ✓ Never lose sight of your target audience.
- ✓ Clear language, short sentences.
- ✓ The benchmark is always ease of understanding.

By following a few simple rules, almost anyone can quickly improve any text. That said, many companies and large businesses just don't have the time, desire or capabilities to deal with volumes of content themselves. If you don't like writing, you'll need an alternative.

We're giving you a clear overview of the possibilities available to you in the third part in this series - so stay tuned!



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**and want to know more?**

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with our regular posts on everything that's new in  
the world of content!



**I like it too!**

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## **Edition Notice**

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