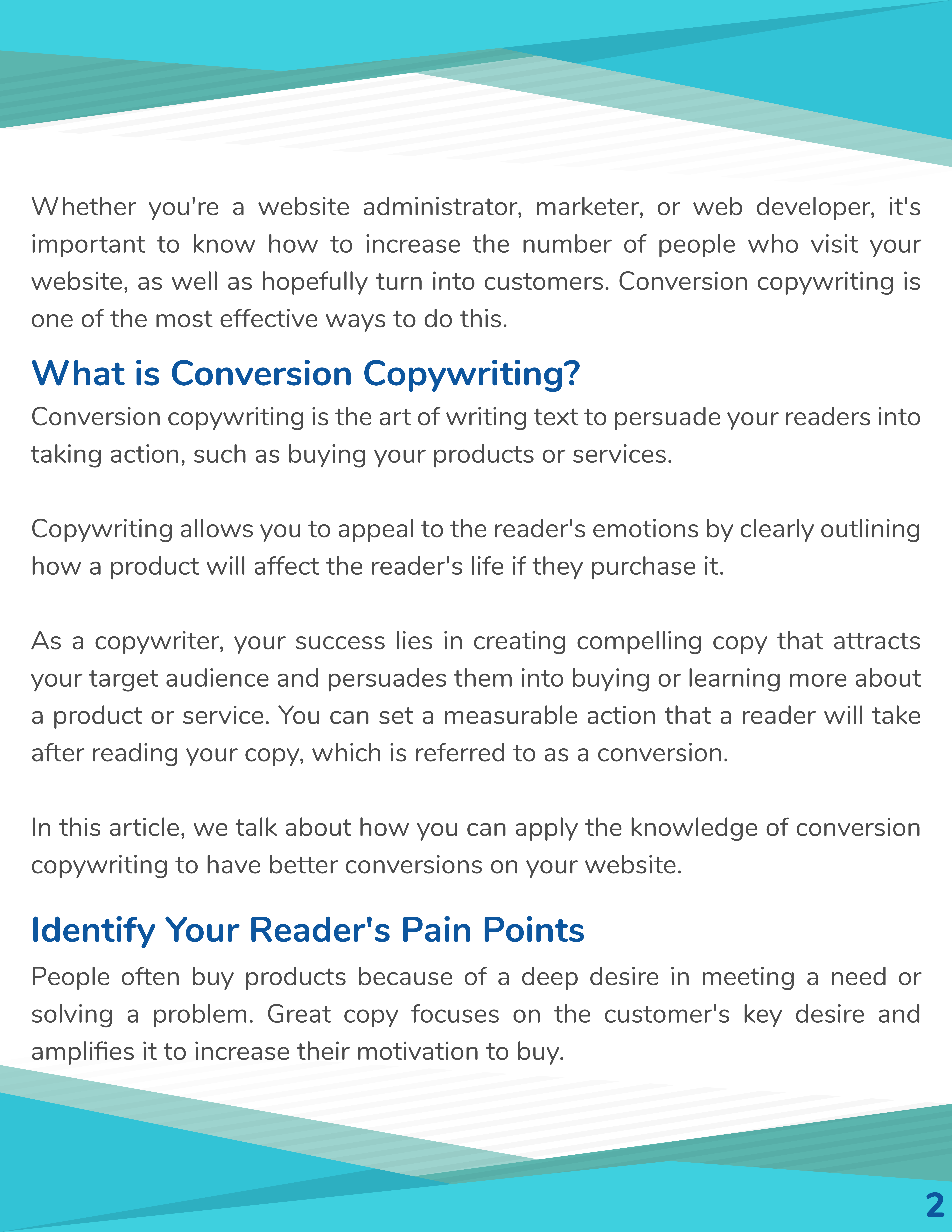


CONVERSION COPYWRITING 101: HOW TO USE COPYWRITING TO INCREASE YOUR CONVERSION RATES





Whether you're a website administrator, marketer, or web developer, it's important to know how to increase the number of people who visit your website, as well as hopefully turn into customers. Conversion copywriting is one of the most effective ways to do this.

What is Conversion Copywriting?

Conversion copywriting is the art of writing text to persuade your readers into taking action, such as buying your products or services.

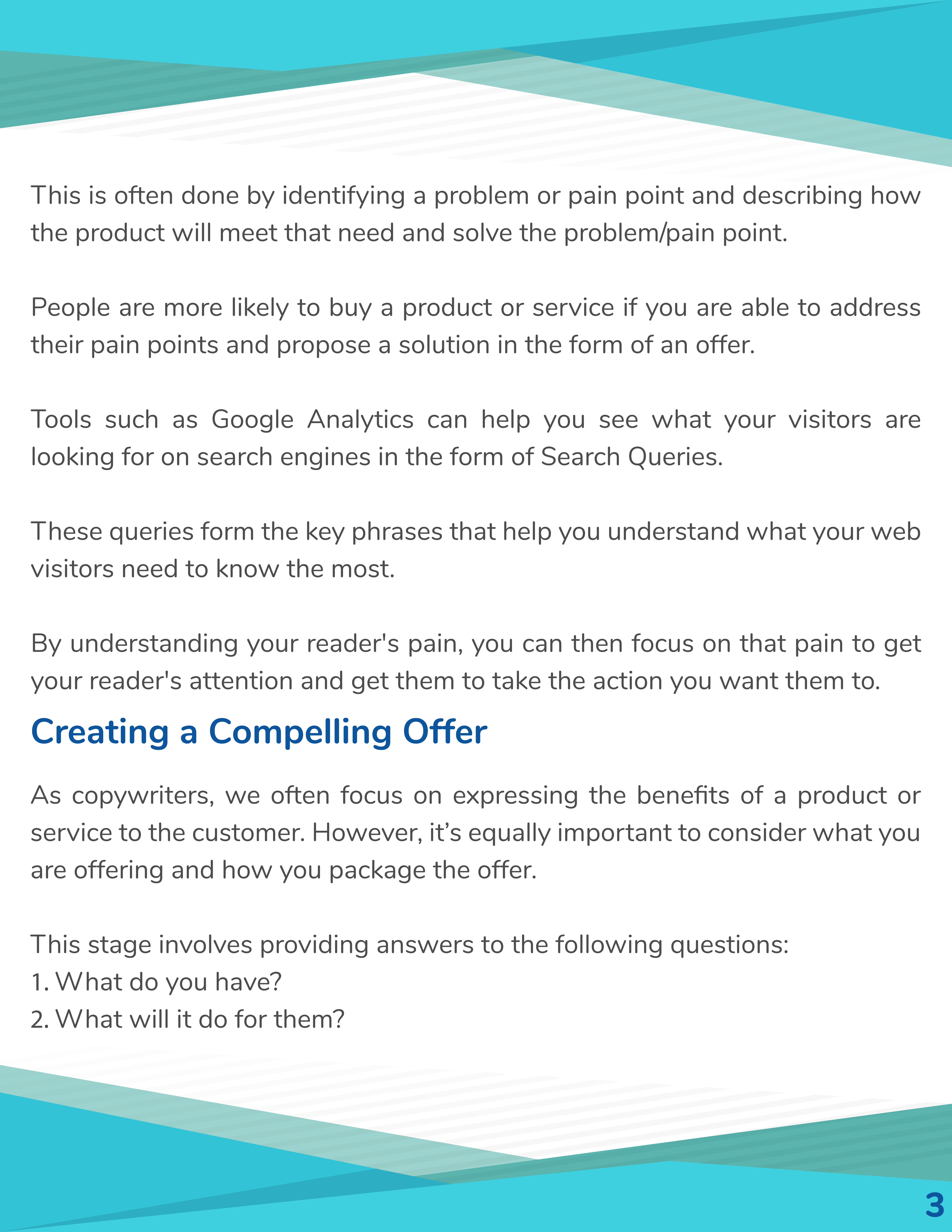
Copywriting allows you to appeal to the reader's emotions by clearly outlining how a product will affect the reader's life if they purchase it.

As a copywriter, your success lies in creating compelling copy that attracts your target audience and persuades them into buying or learning more about a product or service. You can set a measurable action that a reader will take after reading your copy, which is referred to as a conversion.

In this article, we talk about how you can apply the knowledge of conversion copywriting to have better conversions on your website.

Identify Your Reader's Pain Points

People often buy products because of a deep desire in meeting a need or solving a problem. Great copy focuses on the customer's key desire and amplifies it to increase their motivation to buy.



This is often done by identifying a problem or pain point and describing how the product will meet that need and solve the problem/pain point.

People are more likely to buy a product or service if you are able to address their pain points and propose a solution in the form of an offer.

Tools such as Google Analytics can help you see what your visitors are looking for on search engines in the form of Search Queries.

These queries form the key phrases that help you understand what your web visitors need to know the most.

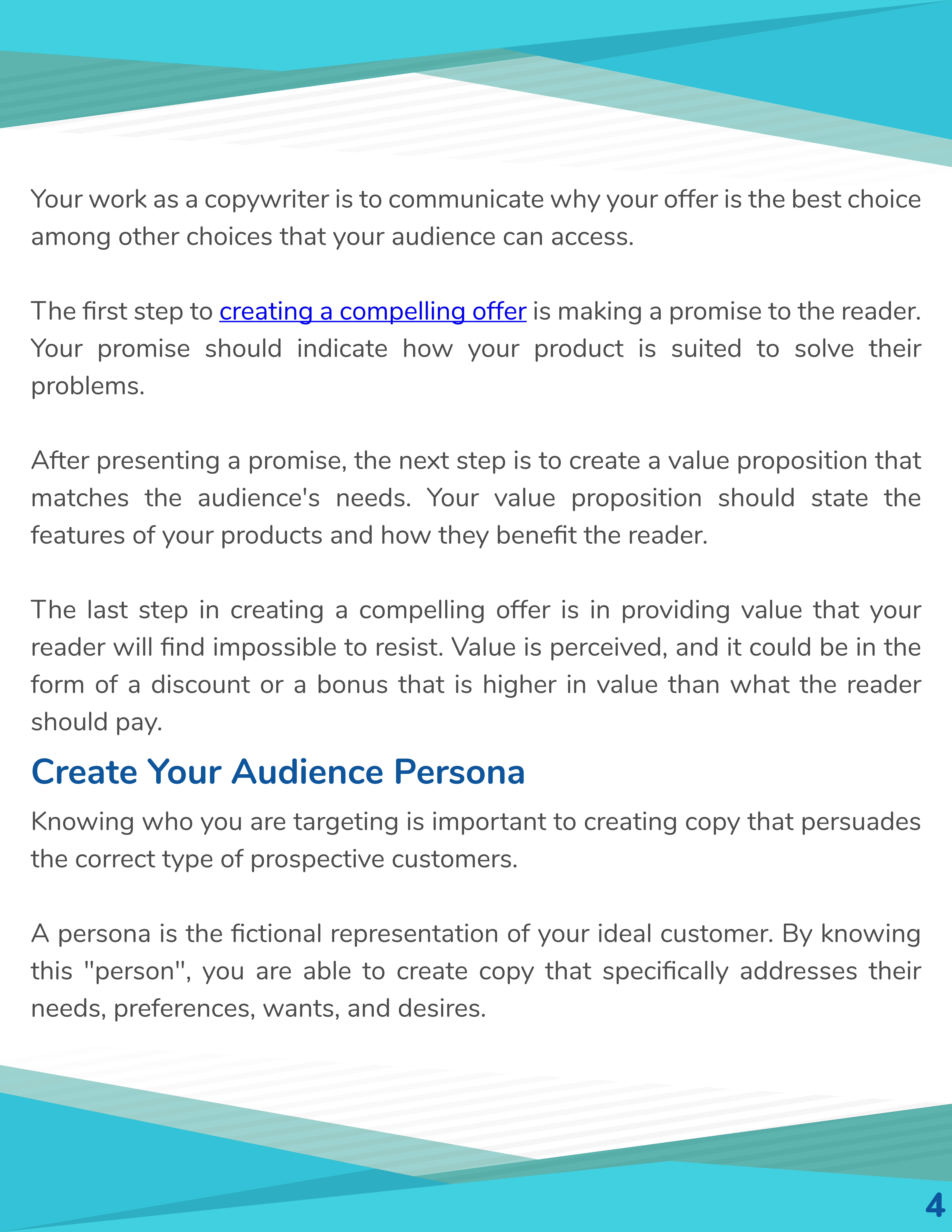
By understanding your reader's pain, you can then focus on that pain to get your reader's attention and get them to take the action you want them to.

Creating a Compelling Offer

As copywriters, we often focus on expressing the benefits of a product or service to the customer. However, it's equally important to consider what you are offering and how you package the offer.

This stage involves providing answers to the following questions:

1. What do you have?
2. What will it do for them?



Your work as a copywriter is to communicate why your offer is the best choice among other choices that your audience can access.

The first step to [creating a compelling offer](#) is making a promise to the reader. Your promise should indicate how your product is suited to solve their problems.

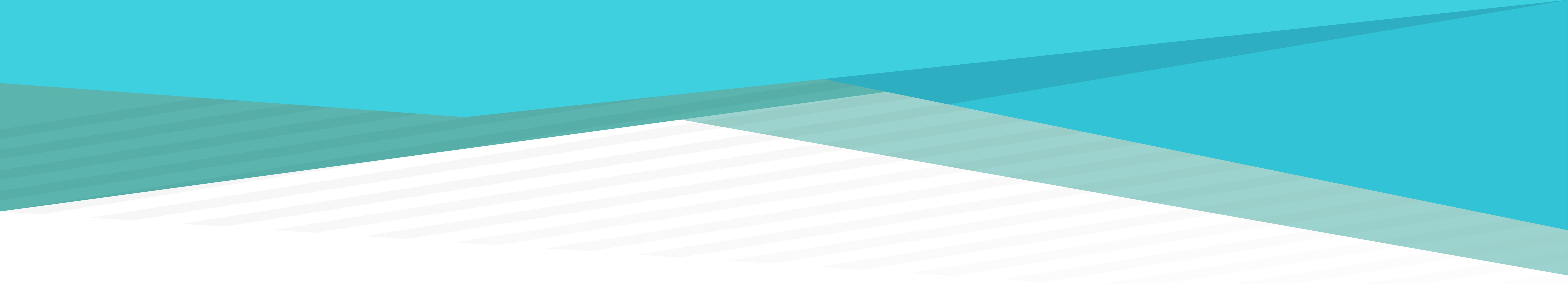
After presenting a promise, the next step is to create a value proposition that matches the audience's needs. Your value proposition should state the features of your products and how they benefit the reader.

The last step in creating a compelling offer is in providing value that your reader will find impossible to resist. Value is perceived, and it could be in the form of a discount or a bonus that is higher in value than what the reader should pay.

Create Your Audience Persona

Knowing who you are targeting is important to creating copy that persuades the correct type of prospective customers.

A persona is the fictional representation of your ideal customer. By knowing this "person", you are able to create copy that specifically addresses their needs, preferences, wants, and desires.



By creating a persona of your target customer, you are able to develop a suitable copy bridge that guides them to the solutions or benefits that your products offer.

[Customer personas give you clarity](#) on where your target customer is in the buying cycle and how best to create a relevant message.

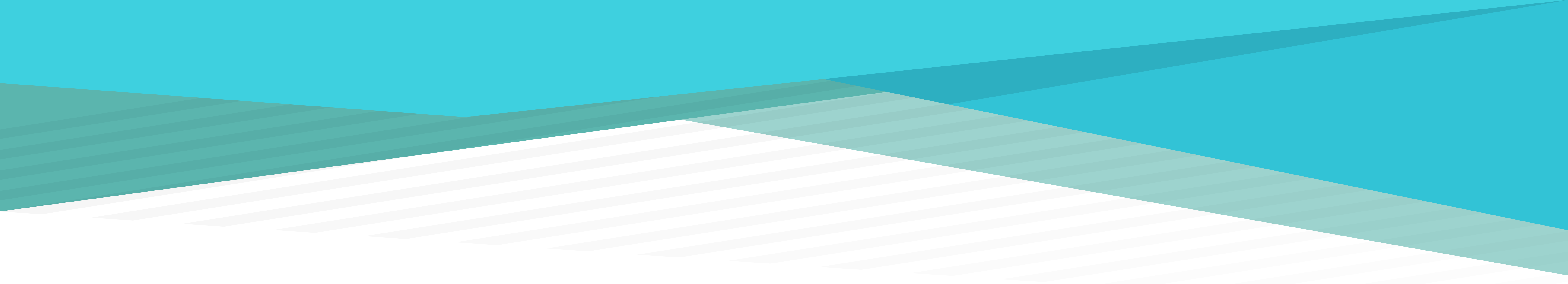
Learn and Understand AIDA

[AIDA](#) is a framework for writing copy that effectively communicates with your reader.

It is an acronym that describes the stages of attention, interest, desire, and action.

Attention - Your job as a copywriter starts by getting your readers to notice your ad or content. You can do this through attention-grabbing headlines, irresistible value propositions, or stating relevant facts and data. These are all ways to grab your reader's attention.

Interest - Once you have the reader's attention, you need to keep it. You can pick your reader's interest by providing accurate information about your product or service. Focusing on clarity and detail is an important part of keeping the reader interested in your product.



Desire - When a prospect knows about your product or service, you need to create a desire for it by explaining how they benefit from owning your product. You can do this by sharing personal stories, defining jargon, and focusing on the problems your product can solve.

Action - The final stage of a successful sale involves getting the reader to take action and ultimately buy your product. You can do this by creating a sense of scarcity or focusing on urgency.

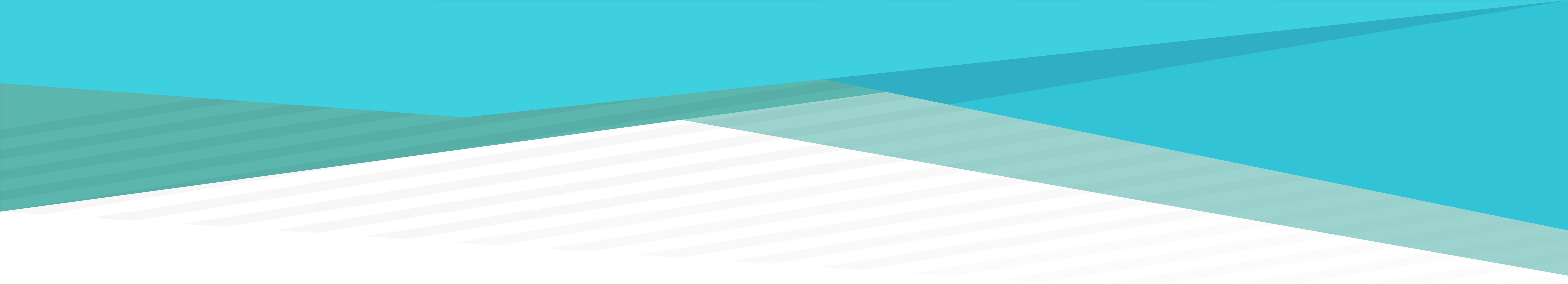
At this stage, you should come up with a clear call to action by asking the customer to make a decision.

By creating your copy around these stages, you are able to connect with your audience at every step of the buying process.

Overcoming Objections

The act of selling is all about overcoming objections. You do this by making your product stand out from the rest, communicating clearly, and offering value that can be seen as more than what it costs.

By understanding your customer's needs, desires, and beliefs, you can effectively neutralize any doubts they may have about making a purchasing decision.



Some of the ways you can do this include:

1. Offering a money-back guarantee. This shows support for your product and builds trust.
2. Sharing success stories from previous customers or long term users of your product or service. These endorsements show the value of using your product and how it has benefited other people.
3. Write a list of FAQs to directly answer questions that the reader may already be contemplating in their thoughts.

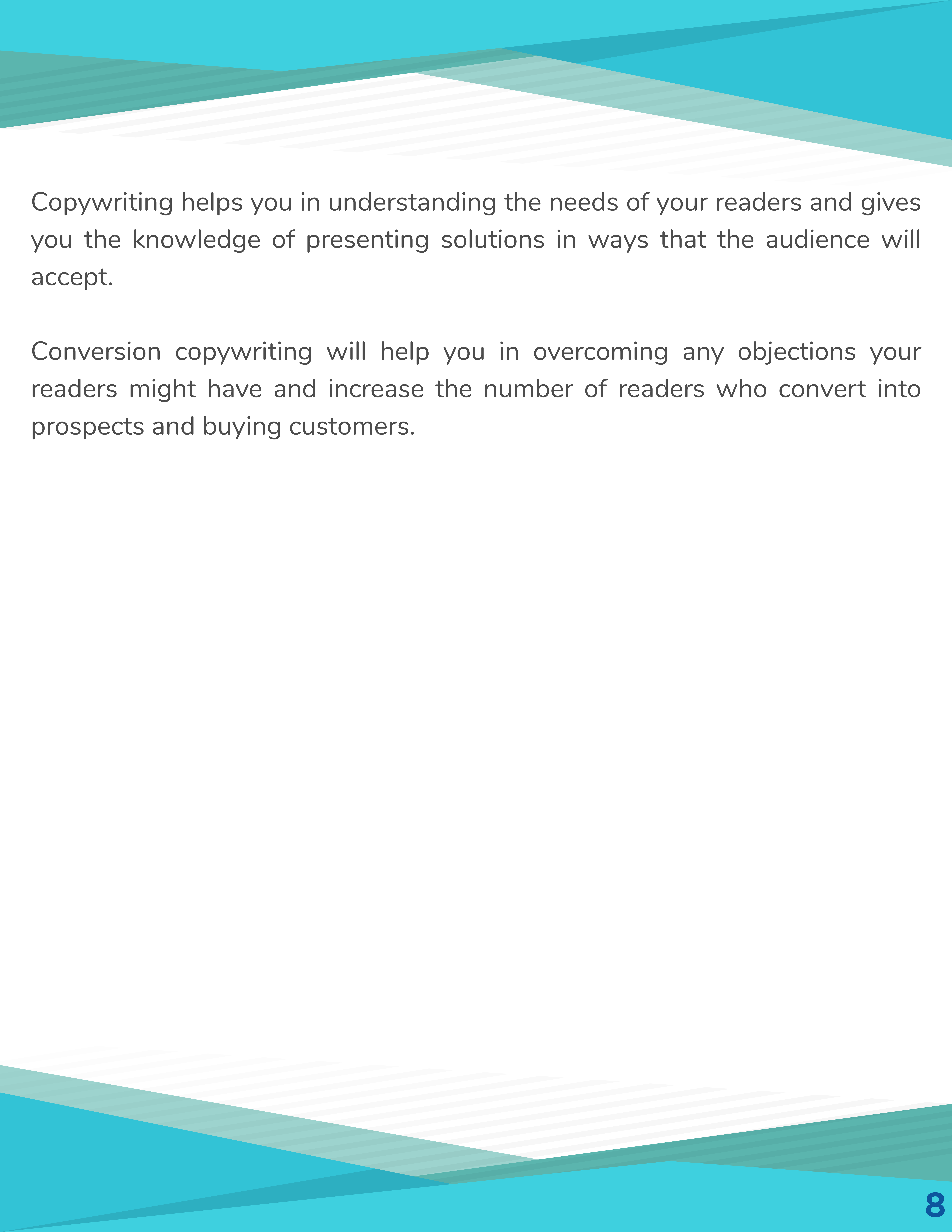
A/B Testing Your Copy

Copywriting, like any other marketing channel, is constantly evolving. By testing your copy, you are able to determine what works and what doesn't. A/B Testing allows you to check different versions of headlines or text in order to see which one performed the best.

Testing is the only way to find out what works and what doesn't because there's no magic formula or trick to copywriting. Neil Patel lists [7 different copy](#) elements that you can test to optimize and increase your conversion rates.

Conclusion

The ability to write compelling copy is a skill that can be applied in increasing the conversion rates on your website.



Copywriting helps you in understanding the needs of your readers and gives you the knowledge of presenting solutions in ways that the audience will accept.

Conversion copywriting will help you in overcoming any objections your readers might have and increase the number of readers who convert into prospects and buying customers.