# EFFECTIVE COPYWRITING

## TIPS FOR BETTER UX

ANDREA ZOELLNER

@andreazoellner

Hi, I'm

# ANDREA

Chief Content Creator at

SiteGround

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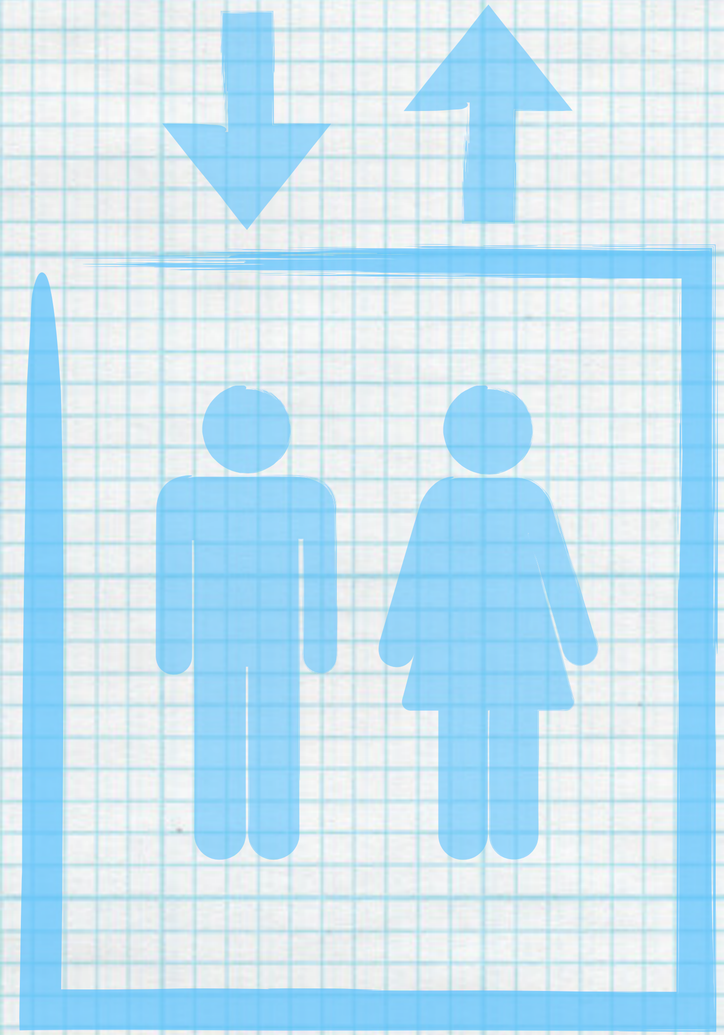

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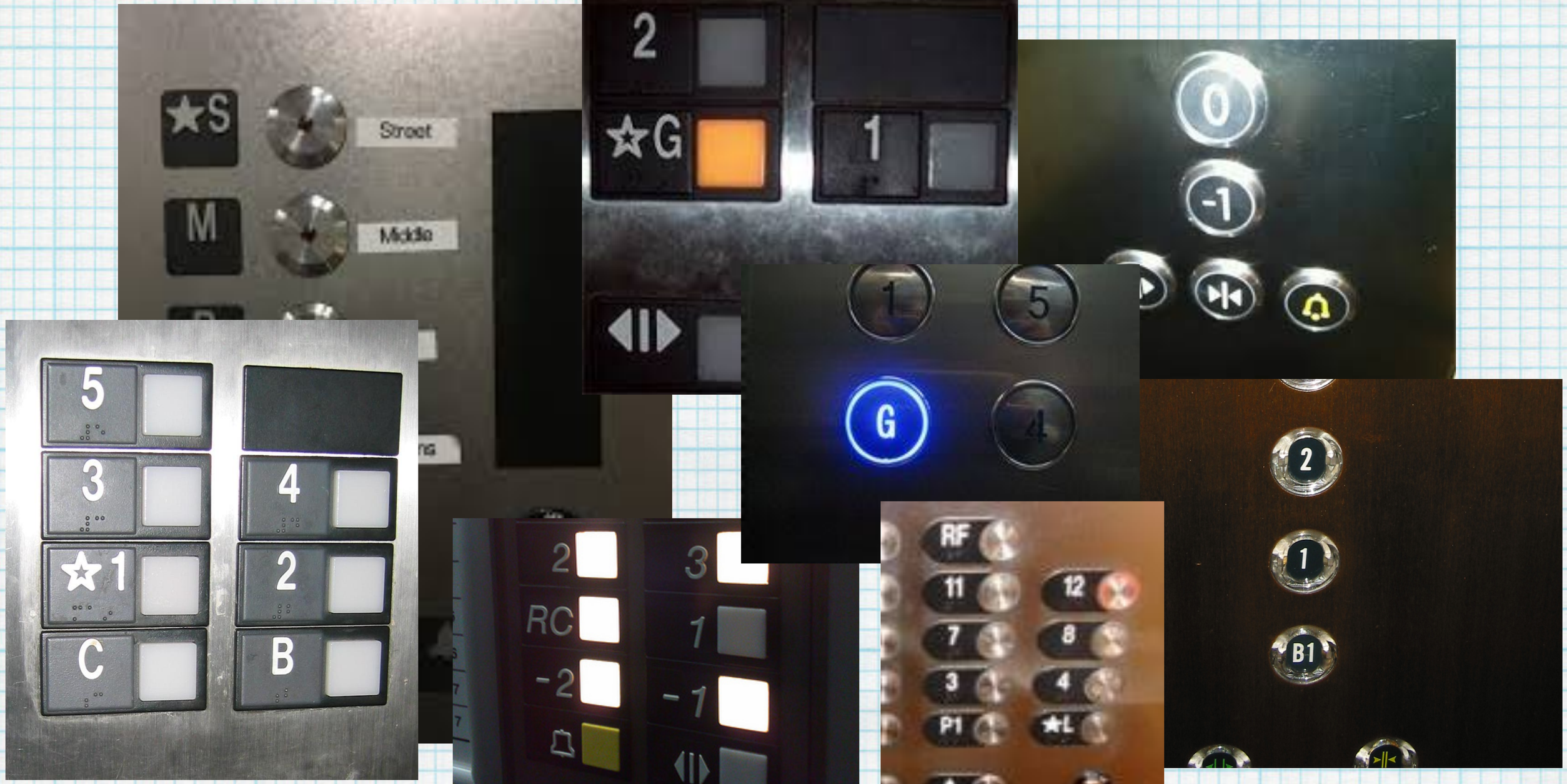
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PIN THIS RECIPE

UHOH! THAT ITEM IS SOLD OUT. CLICK HERE TO BROWSE ALL.

ADD TO CART

YOUR ANSWER HAS BEEN SUBMITTED. CLICK HERE TO REVIEW YOUR SUBMISSION.

LEARN MORE

VIEW ALL

SAVE FOR LATER

READ TERMS AND CONDITIONS

GET NOTIFIED IF THIS ITEM BECOMES AVAILABLE.

DOWNLOAD PAST ISSUES

BOOK A SERVICE

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# THREE TIPS

- Think big to perfect the small
- Design with empathy
- Keep it simple

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1. THINK BIG

TO PERFECT THE

SMALL

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# COPYWRITING AND YOUR BRAND

- What is your company's mission?
- How do you want people to feel about your brand?
- If you could picture your brand as a person, how would they act and sound?

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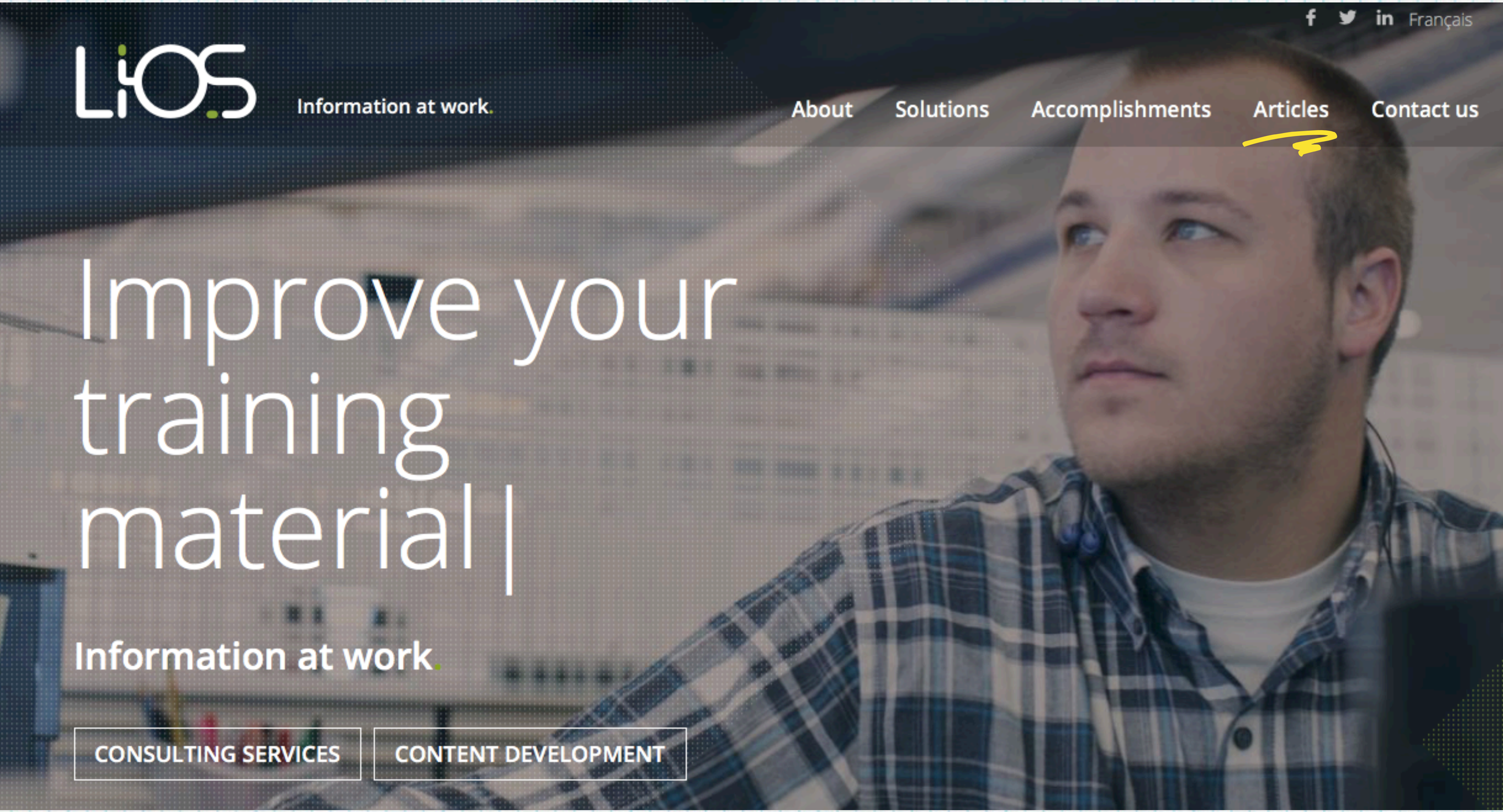
# NO ACCIDENTAL COPY

- Who is your audience?
- What's the purpose of this piece of content or copy?
- Does it make sense with other elements on the site?

# The Human Side of Technology

Welcome to Offscreen, an independent print magazine with a thoughtful, human-centred take on technology and the web. Discover purpose-driven people, products, and ideas that shape the future. More about us.

Just released:
Offscreen Issue 20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- mit volleyball
- grail mission

# BE CONSISTENT

User - Member - Subscriber - Visitor - Reader

Book - Make a reservation - RSVP - Join - Tickets

Basket - Bag - Cart - Shopping Cart

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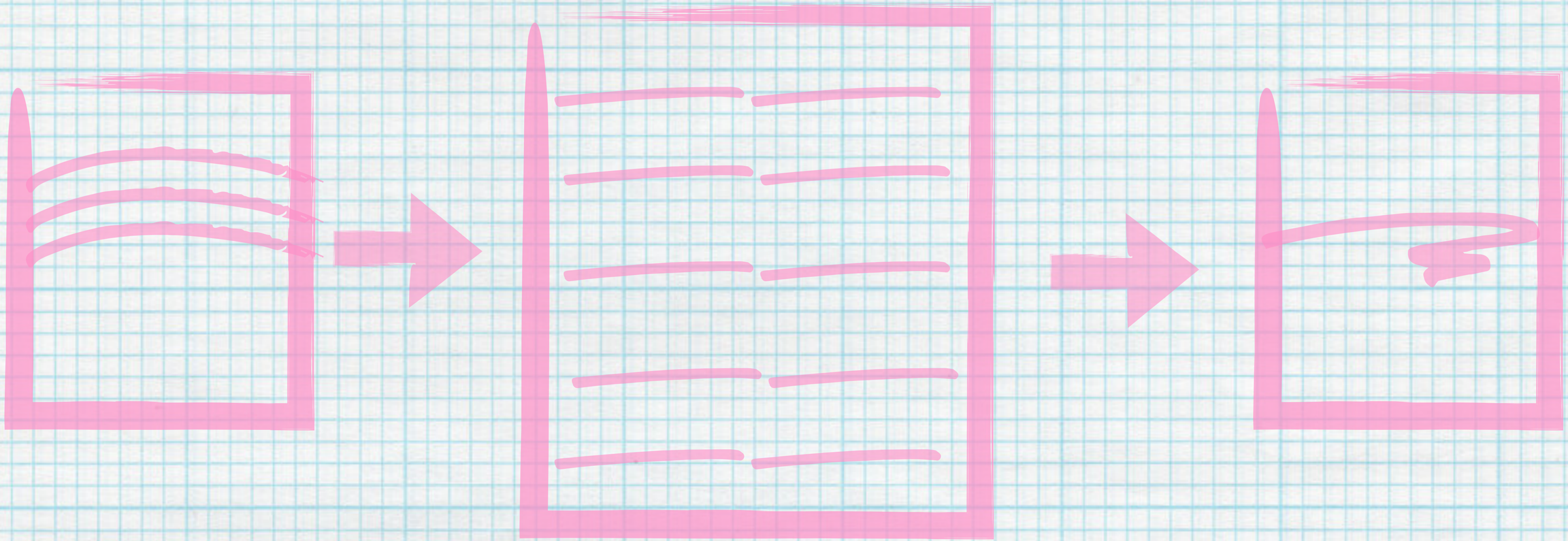
# FLOWS



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# FLOWS

- Signup, payment, subscription flows
- Forms and prompts
- Product and feature tours
- Navigation links and search filters

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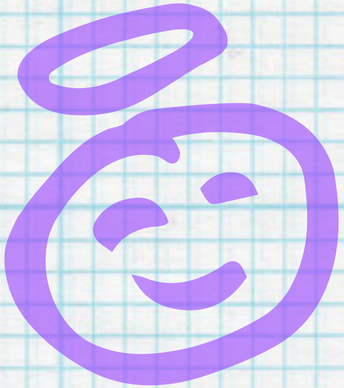
# 2. DESIGN WITH



# EMPATHY

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# IN THEIR SHOES

- What is the reader trying to do?
- What could the reader be feeling?
- How did the reader get here?
- What's happening next?
- What choices can they make?

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# IN THEIR SHOES

- What is happening in this frame?
- How does it relate to the frames before and after it?
- Is it complete? What's missing from the story?
- Does everything sound like it came from the same place?

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# FEELINGS

- Fear of irreversible changes
- Fear of data loss
- Fears over personal data security
- Fear of getting spammed

# USE COPY TO:

- Help users get started
- Let users know what to do next
- Explain new features
- Reduce cognitive effort
- Suggest users take a certain action
- Help users in a moment of failure

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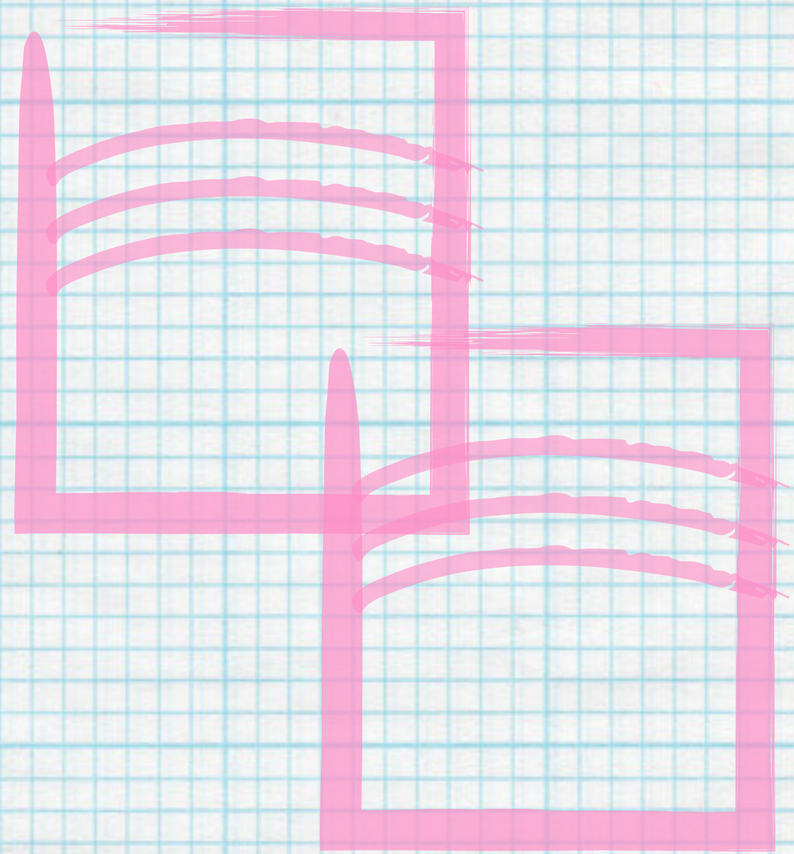
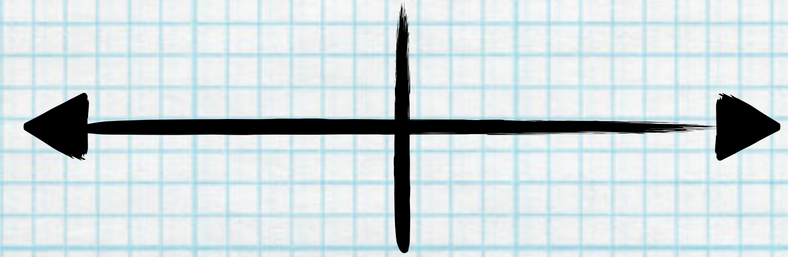
# COPYEDITING YOUR SCREENS

- Check for typos
- Edit for consistency
- Review the order
- Narrow the focus
- Question the timing



# WHAT'S THE RIGHT AMOUNT OF INSTRUCTION?

PATRONISING  OVERWHELMING

The sweet spot sets clear expectations while staying out of the way.

# ACCESSIBILITY

- Use Label elements
- Use precise language
- All microcopy should appear as live text—not as an image
- Make sure tooltip text is accessible

# 3. KEEP IT

# SIMPLE

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# CLEAR > CUTE

- Use clear, active, and precise language
- Avoid jargon and idioms
- Replace ambiguous language
- Focus on one idea/task at a time

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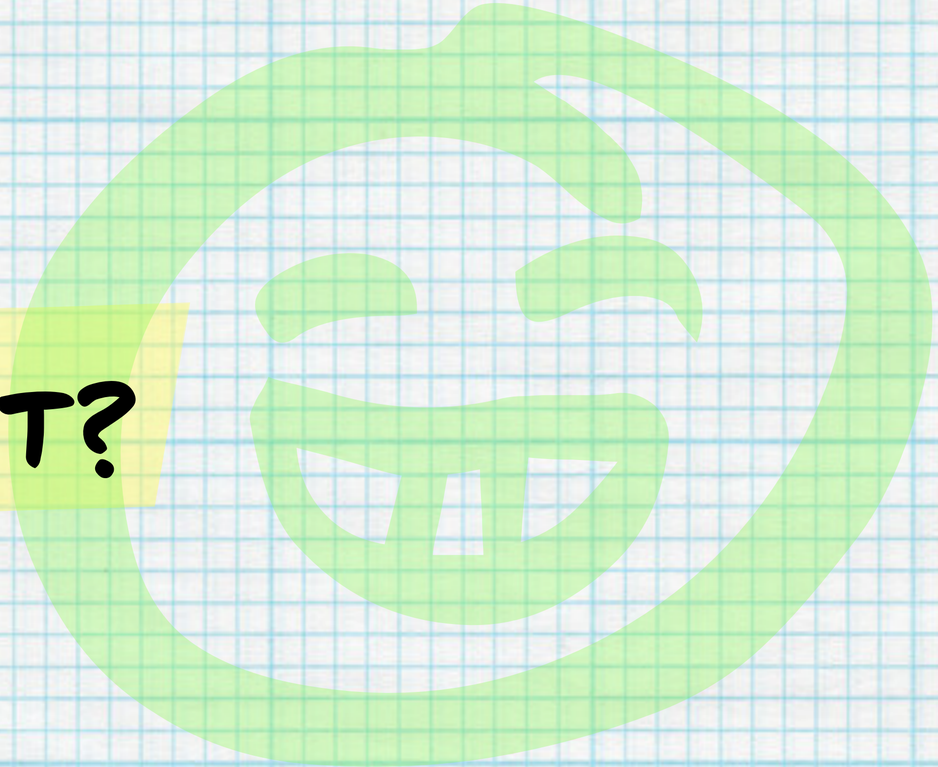
# WHERE TO START?



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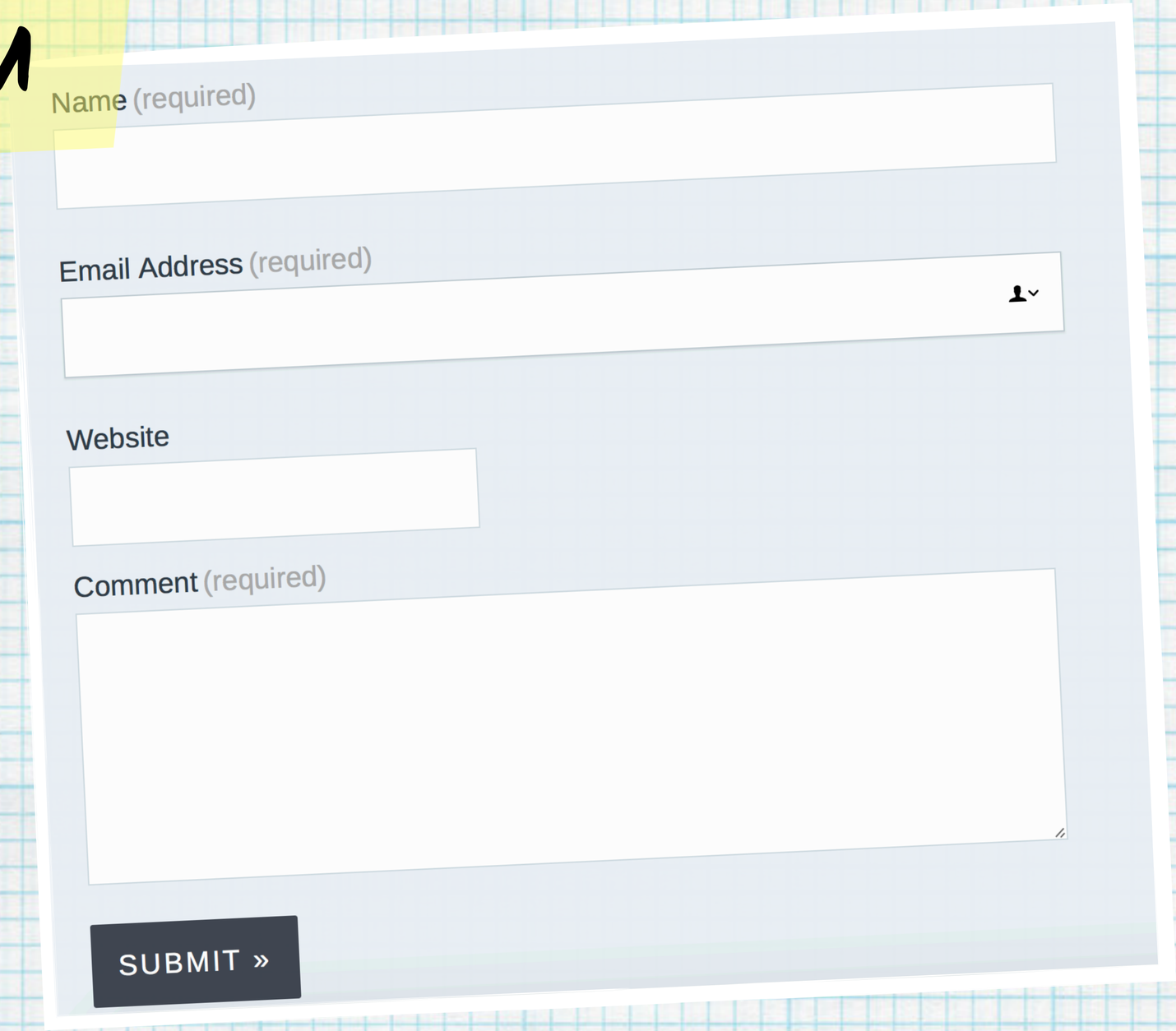
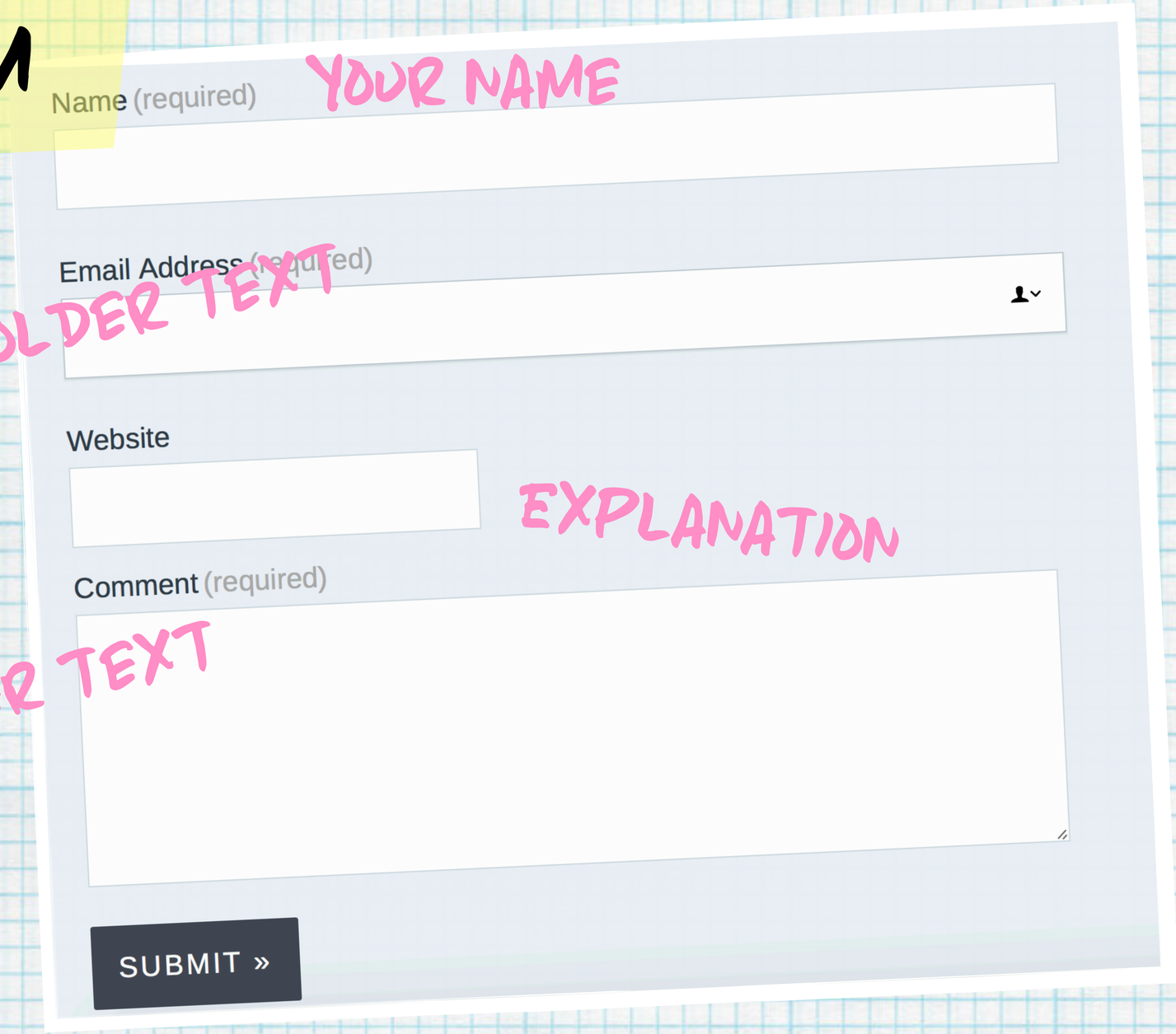
# THE FORM


Name (required)
Email Address (required)
Website
Comment (required)
SUBMIT »

# THE FORM


Name (required)
YOUR NAME
Email Address (required)
ADD PLACEHOLDER TEXT
Website
EXPLANATION
Comment (required)
HELPER TEXT
SUBMIT »

# THE FORM

- Always use a label
- Use placeholder text
- Associate helper text
- Highlight required fields
- Flag errors
- Make clear buttons
- Customise the follow-up messages

# THE CHECKOUT

- Alleviate the user's concerns

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- Alleviate the user's concerns
- Motivate action

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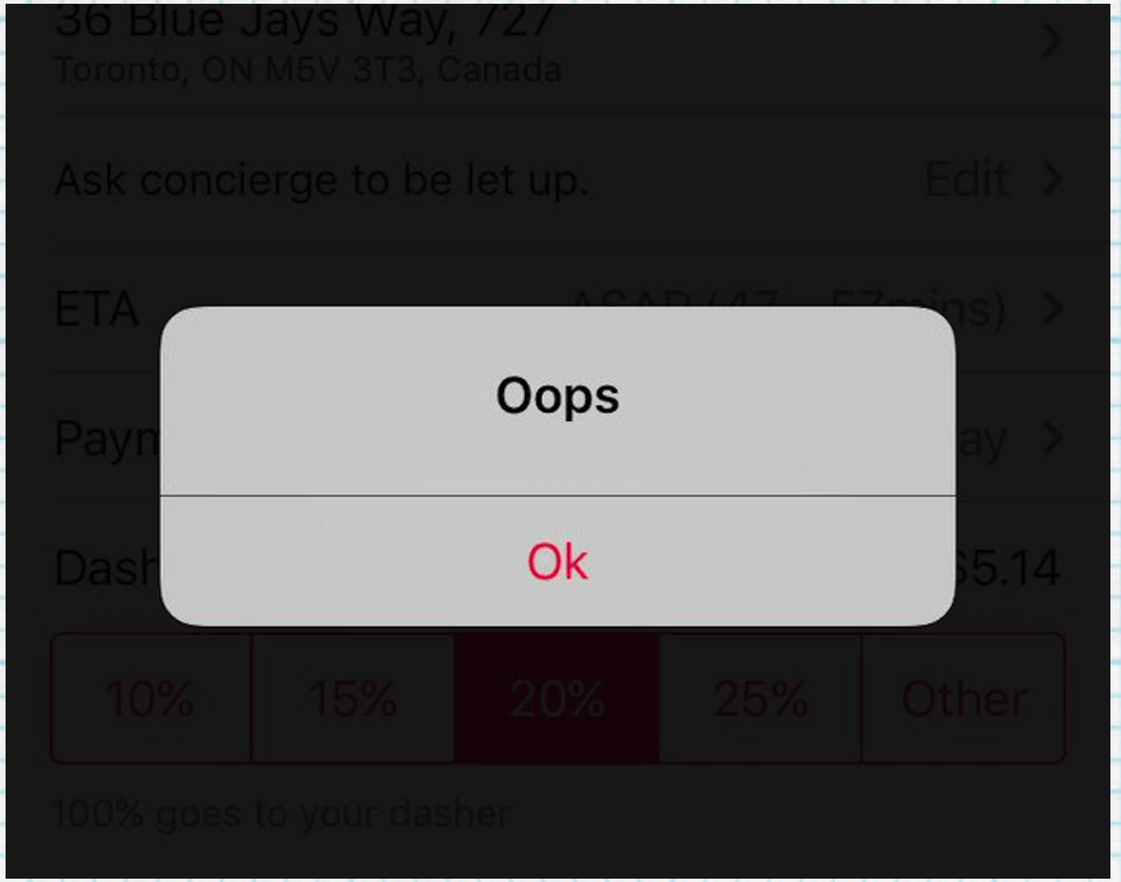
- Alleviate the user's concerns
- Motivate action
- Turn an empty state into a trigger

# ERROR MESSAGES



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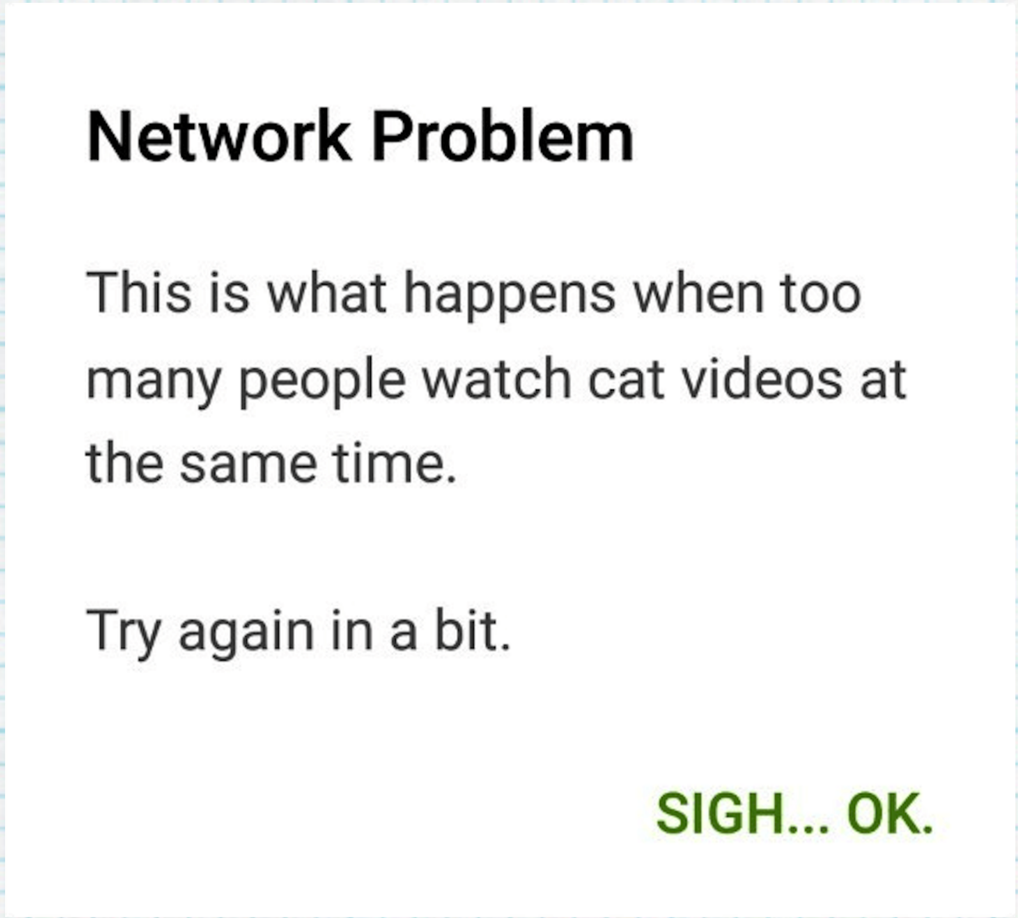
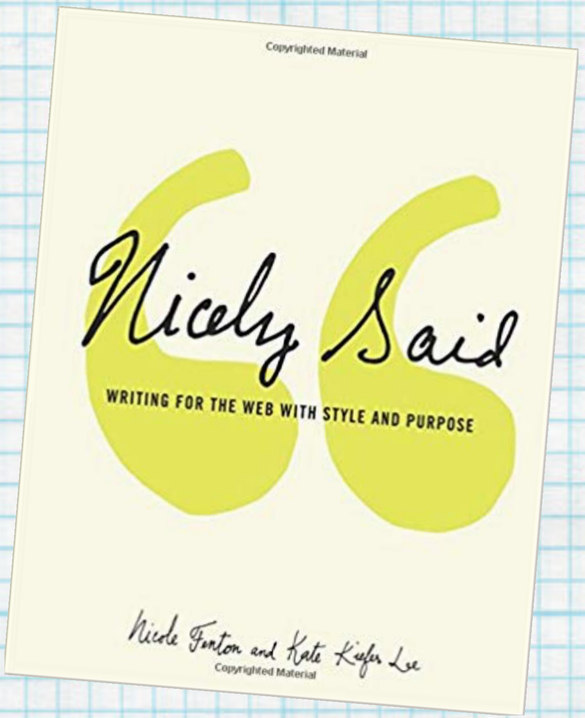


# RESOURCES

**Nicely Said** by Nicole Fenton and Kate Kiefer Lee




**UX Planet** - https://uxplanet.org

**Accessible Microcopy** - https://www.invisionapp.com/blog/writing-accessible-microcopy

# THANK YOU

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