Web Copy Checklist: Make Your Site Feel Human and Helpful

Home Page

- ☐ Is your headline focused on a benefit or outcome?
- ☐ Does the language sound natural and conversational?
- ☐ Can visitors quickly understand who you help and how?
- ☐ Is your tone aligned with your brand personality?
- ☐ Are calls to action (CTAs) clear and inviting?

About Page

- ☐ Does it sound like you and not your resumé?
- ☐ Do you explain why you do what you do?
- ☐ Is your story both credible and relatable?
- ☐ Is the writing in first person (I, we) or warm and team-based?
- ☐ Are there clear points of connection for your audience?

Services Page

- ☐ Are your services described in plain language?
- ☐ Do you lead with benefits, not just features?
- ☐ Is the layout easy to skim with clear headings?
- ☐ Do you include phrases that show you understand your clients' needs?
- ☐ Is there a next step or CTA for each offer?

Project or Portfolio Page

- ☐ Do you share the challenge, the solution and the result?
- ☐ Is the transformation easy to grasp?

Product Page

- ☐ Are any benefits clear – not just the features?
- ☐ Does the copy reflect how it helps or fits into your customer's life?

Contact Page

- ☐ Is the tone approachable and friendly?
- ☐ Do you explain what happens after someone reaches out?
- ☐ Is the form supported by other contact options?

Bonus: SEO Integration

- ☐ Have you included keywords – both short and longtail – likely to be searched?
- ☐ Are headings and subheadings meaningful and relevant?
- ☐ Do page titles and meta descriptions reflect your content clearly and conversationally?
- ☐ Is your copy written for humans first, algorithms second?

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