E-Commerce Copywriting Essentials

Turn Your Online Shop Browsers into Buyers with High-Converting Sales Copy

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Course Book

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Introduction

E-Commerce offers your business a powerful way to serve your customers 24/7, whether or not you also have a physical store. Today's consumers use their laptops, tablets, or smartphones to purchase goods online, and you want your products to be available to them wherever they are, whenever they want to buy.
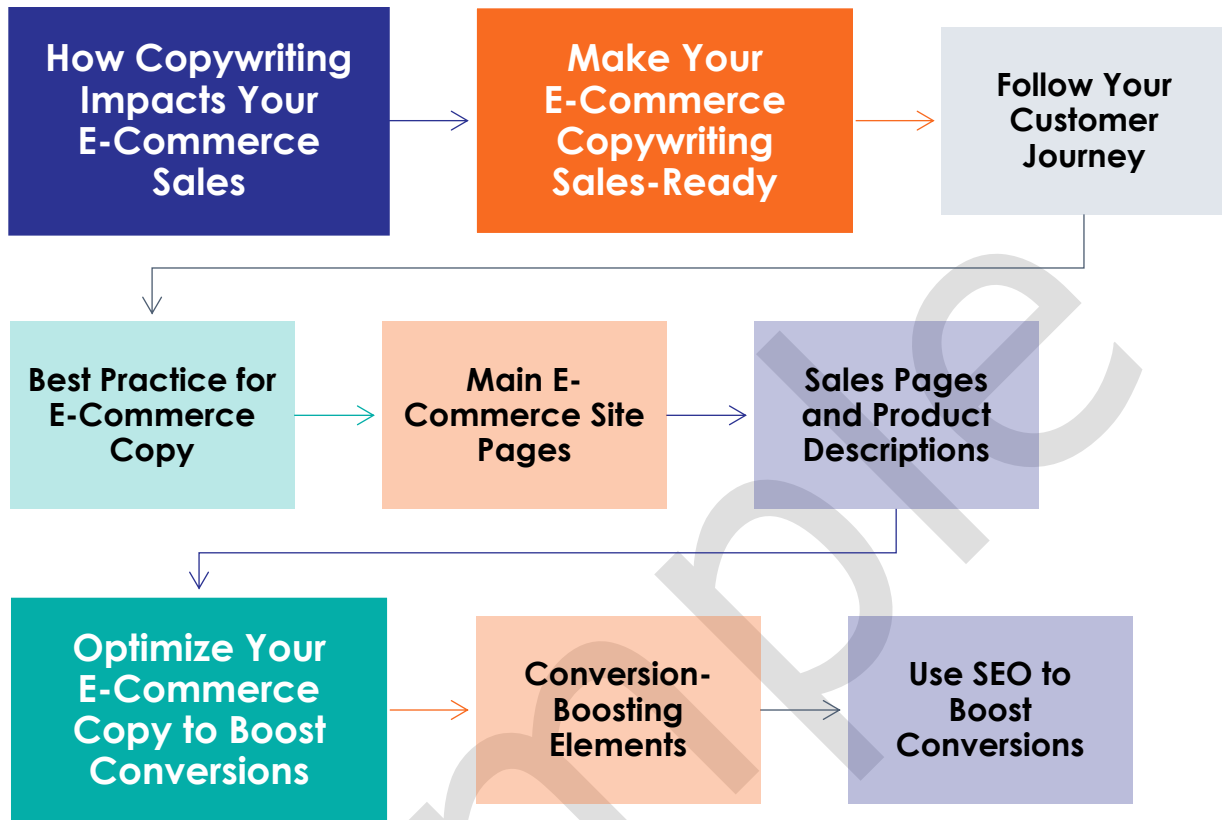
However, the competition for consumers' attention — and their wallets — online is fierce. You need to know how best to showcase your products and promote them as widely as possible in order to compete in the digital business world.

This means that the text you use has to be adapted to online sales and able to persuade online shoppers to buy your products. That's your main goal. But enticing copy can also help build your brand, improve your online visibility, and increase your digital customer base.

Perhaps you have an e-commerce site already, but it isn't bringing in the sales results you want. Or maybe you're setting up a new online store and you're not sure how you'll attract customers. Wherever you are with your online store, you must create the copy that will attract visitors and turn their visits into improved sales figures.

In this course, you'll learn the keys to writing the sales copy you need to entice browsers in your online store to turn into buyers. You'll go step-by-step through the creation of your must-have pages and how to optimize them so that they show up in search engine results. And by the end of the course, you'll have an e-commerce store that will help you increase your sales, enhance your brand, and promote business growth.

Here is your road map through the course:

How Copywriting Impacts Your E-Commerce Sales	→	Make Your E-Commerce Copywriting Sales-Ready	→	Follow Your Customer Journey

Best Practice for E-Commerce Copy	→	Main E-Commerce Site Pages	→	Sales Pages and Product Descriptions

Optimize Your E-Commerce Copy to Boost Conversions	→	Conversion-Boosting Elements	→	Use SEO to Boost Conversions

Learning Objectives:

By the time you complete this course, you'll be able to:

➢ Identify the metrics that will help you assess the effectiveness of your e-commerce copy, so you know if you're achieving your goals

➢ Design the flow of your pages so that your visitors can easily navigate your store all the way to checkout

➢ Write short-form copy for your products that engages visitors while curating the most important details they need to see at a glance

➢ Develop the copy for your key e-commerce pages that give all the essential information your customers might need for their buying decisions

➢ Create enticing product sales pages that convert even the most hesitant browser into a buyer

➢ Upgrade your sales conversions with simple add-ons to your store so that you increase your sales growth

➢ Optimize your e-commerce copy so that you attract new visitors to your online store through search engine results

➢ Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 4 modules to take you step-by-step through the key skills you need to write high-converting copy for your e-commerce store.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – How Copywriting Impacts Your E-Commerce Sales

E-Commerce copywriting refers to any text or written content you create for your online store, such as headlines, home pages, category pages, product descriptions, promo offers, calls-to-action, and so on. These are all places where your copywriting skills can help bring in more sales.

The goal of e-commerce copywriting is to clearly explain the benefits of your products while also helping your online store rank better in search engine results.

You can't sell everything to everyone. Some buyers look for great deals, some for faster delivery options, and some for more choice.

Once you start improving your copy, you'll see results such as:

Making more sales

Increasing conversions

Maximizing your sales through upselling and cross selling

Resonating with the right customers

Ranking higher in search engine results

Building a strong brand

➢ Making more sales. This is your main goal and your copy needs to appeal to new and existing customers

➢ Increasing conversions, which means turning visitors to your online store into buyers

➢ Maximizing your sales through upselling and cross selling opportunities

➢ Resonating with the right customers. When you know who you're writing for, you can use their language and pinpoint the aspects that are important to them

➢ Ranking higher in search engine results. This will help you compete with other online stores. We'll be looking at this in detail later

➢ Building a strong brand. Every time a potential customer visits your online store, they'll see your brand through your copy. You want them to remember you long after checkout and come back to buy again.

High-quality copywriting will help you achieve all these results.

Remember that as with all your marketing activities, when you're writing copy to achieve sales, it's essential that you know your target customer inside out. If you aren't certain that you do, then make sure to take action on this and it will improve your copy.

Write Copy for E-Commerce

You may be used to writing your own copy for marketing or having someone else do it for you. There are a few significant differences which you or your copywriter will need to bear in mind when the copy is intended for an e-commerce site.

The main ones are these:

Physical Layout	Mobile Compatibility	Duplicate Content

Physical Layout

On your e-commerce store platform, you'll find templates which can impose a layout on you. It's devised that way to bring results. But pay attention to your text and keep your main points up front.

Think of it this way: your words are doing the selling that a salesperson would do in a store, but they have to do it within seconds to capture the attention of a visitor before they click off and go somewhere else. This means that your text needs to be even more refined and focused than in longer pages. It's often called "short-form copy" for this reason.

Mobile Compatibility

Many people buy from their smartphones, so you must ensure that whatever copy you have will work equally well when viewed on a small screen. Generally, your e-commerce platform will have features in place for mobile responsiveness, but it's worth checking for yourself before you publish. To make more sales, it's imperative that your copy is mobile-compatible and offers a smooth buying experience to your potential customer.

Duplicate Content

This is a big issue for e-commerce sites which often have product descriptions that are more or less duplicated each time. For example, if you're selling ten types of widgets that do practically the same thing, it's a challenge to write ten different product descriptions. However, if you don't, you run the risk of being penalized by Google for duplicate content, which will negatively impact your performance in search results.

ATTENTION:

This is only an excerpt from our full course **E-Commerce Copywriting Essentials.** The full, customizable course contains 4 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.