

HOW TO WRITE WEBSITE CONTENT THAT ATTRACTS YOUR IDEAL CUSTOMERS

Speak their language. Solve their problems. Earn their trust.



YOUR WEBSITE SHOULD MAKE VISITORS THINK:

“This company understands exactly what I’m looking for.”



Connects instantly



Builds trust



Answers their questions



Encourages action

KEY PRINCIPLES



1. KNOW YOUR IDEAL CUSTOMER

Every audience has different priorities, questions, and concerns. Speak directly to the people you help best.



2. USE THEIR LANGUAGE

Replace industry jargon with words your customers actually use when describing their problems.



3. MATCH YOUR TONE

Your tone sets the right expectation for what it will be like to work with your company.



4. MATCH YOUR PACE TO THEIR DECISION

Some visitors need quick answers. Others need more detail before they are ready to buy.



5. FOCUS ON THEIR EXPERIENCE

Help them see themselves in your content and imagine a successful outcome.

3 PRACTICAL STEPS TO TUNE YOUR WEBSITE LANGUAGE

1 START WITH REAL CUSTOMER CONVERSATIONS



- Listen to the questions, concerns, and objections people share.
- Write down the words and phrases they use.
- Answer their top questions on your website.



Your customers are already telling you what to say. You just have to listen.

2 READ YOUR WEBSITE OUT LOUD



- Read every page out loud.
- Fix awkward phrases, long sentences, and jargon.
- Make sure it sounds like a real conversation.



If it’s hard to say, it’s hard to read.

3 TEST YOUR WEBSITE WITH THE RIGHT PEOPLE



- Ask people like your ideal customer to review your site.
- Ask key questions and listen—don’t explain.
- Use their feedback to make clear, simple improvements.



Clarity builds trust. Trust drives action.

DOES YOUR WEBSITE SPEAK TO THE RIGHT CUSTOMER?

Small changes in your words, tone, and structure can make a big difference in how visitors respond.



FREE 30-MINUTE WEBSITE CONSULTATION

We’ll review your website, identify opportunities, and recommend practical improvements you can implement right away.



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Websites You Can Trust.
Service You’ll Remember.



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