

# COPY CHECKLIST

This is not an exhaustive list of copy for your site, but it is a great start. We can recommend answering these questions and then continually asking yourself how, and why. Need help? We offer extensive copywriting services. Contact us for detail.

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## HEADLINE, SUBHEADLINE + SUBHEADS

- Audience: Does your copy directly identify and address your audience?
- Connection: Does your copy retain and support the same thought, concept, or dominant emotion?
- Benefit: Does your copy highlight the major and minor benefits that you offer?

## SCHOOL ESSAY

- Build: Is there momentum throughout? Do you want to keep reading?
- Flow: Does the flow make sense? Does it go from point A to point B, and so on?
- Body: Does your content read like a story, with a beginning, a middle, and an end?

## VALUE PROPOSITION

- Target Market: Do you address a clear, target market?
- Unique and Desirable: Are you different from your competitor? Is your key benefit clear?
- Simple and Quantified: Is your key benefit clear and concise? Is it supported by concrete data?

## CONCLUSION

- Climax: Does the end stay consistent with the dominant emotion theme?
- Realistic: is the conclusion ended with a call-to-action that is concrete?
- Action: Is the target market driven to take action?

## CALL TO ACTION (CTA)

- Buttons and Downloads: Are buttons actionable? Do you have something to download of benefit?
- Forms: Do your forms work? Are there automations? Are they simple and to the point?
- Visible: Are call-to-actions easy to locate?

