

WEBSITE COPYWRITING PORTFOLIO

e-Business UK

Website strategy & copywriting | SEO agency

Selling SEO to businesses that have heard all the promises before.

THE BRIEF	Make the website more prospect-oriented, differentiate e-Business UK from typical SEO agencies and generate more enquiries.
MY ROLE	Competitor research, positioning, website structure/flow and copywriting.
AUDIENCE	SMEs seeking better search rankings but unsure which SEO provider to trust.
APPROACH	Address trust directly, make expertise tangible through a defined process, use useful offers to support research, and end with a low-risk strategy-session CTA.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger website copywriting project. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

B2B

Digital marketing

Trust

Lead generation

01 / LEAD WITH THE OBJECTION

Lead with the objection

The opening tackles the category's trust problem directly, then supports the claim with a named process, reviews and case studies.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

At Last! An SEO Agency You Can Trust To Deliver Results With Transparency And Integrity

Only e-BusinessUK implements a 12-Step SEO Success Roadmap, which encompasses 27 separate controls and activities, to consistently deliver improved rankings, targeted traffic and incremental sales for your business...

Check-out our 34 ★ ★ ★ ★ ★ Google Reviews & 21 Success Stories

3 Case Studies/Results

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

Rather than opening with a generic list of SEO services, the proposition starts with the buyer's scepticism and immediately introduces evidence.

02 / DEMONSTRATE EXPERTISE - DON'T JUST CLAIM IT

Demonstrate expertise - don't just claim it

A diagnostic offer makes the agency's approach concrete and gives prospects something useful before they commit.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

What Should You Change To Get Better SEO Results?

Most SEO audits are based on machine generated templates, and are designed to require minimum human input or effort. The result? A report full of worthless generalities and platitudes, without specific, tailored recommendations. But there is an alternative...

Introducing our 5-Point 'For Humans, By Humans' SEO Appraisal. Here's how it works:

- We take time and ask questions to understand your business goals and competitive challenges
- Analyse keyword selection and what competitors are optimising for
- Audit the link profile
- Carry out a website technical analysis
- Assess how the content and digital footprint support desired outcomes

The outcome

A detailed written analysis of strengths, weaknesses, quick wins and urgent fixes, together with a short-, medium- and long-term SEO strategy and clear measures of progress.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The diagnostic process turns an intangible service into something prospects can understand, compare and value.

03 / SERVICES AND A LOW-RISK NEXT STEP

Services and a low-risk next step

Core services are framed around commercial outcomes, followed by a consultative CTA rather than a hard sell.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

SEO

Firstly, we optimize your site for people (to build engagement). Then we optimise for the search engines, to build site authority, generate traffic, and drive leads and sales.

Paid Advertising

Online ads are a great way to test the appeal of different keywords and offers. And with the right mix of keywords, ad positioning, and budget strategy, we'll create a recipe for ROI success.

Web Design & Development

We design and build beautiful sites to showcase your business, and impress your customers. And everything is optimized to bring you leads or generate sales, or both.

Would We Be A Good Fit?

Tell us about yourself, your challenges and your goals... Book a free 30-minute strategy session, and let's see if we can help...

No-pressure CTA

There is no cost for this strategy session, and no obligation on either side to proceed.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The conversion step is positioned as a mutual-fit conversation, reducing perceived risk for a sceptical prospect.