

KICK-@SS WEBCOPY CHECKLIST

YES (OR NO)

All webcopy should pass all of the gates below. This means each piece of writing should get a resounding YES to each question. If you get a NO, rework your text until it earns a YES.

- Is my copy written for my intended audience?**
- Is my copy true to my brand and message?**
- Does my writing stick to its central purpose?**
- Is my copy written for the platform it'll be published on?**
- Have I used short, punchy sentences?**
- Is my writing organized logically (from reader's POV)?**
- Is my text formatted for scanability?**
- Have I included visual elements to break up text blocks?**
- Is the spelling & grammar in my writing ok?**
- Do I have a promotional plan for this piece of content?**
- Do I have a plan for the next piece of content?**

NOTES

For more details on achieving amazing and effective website copy, go to the full blog post:
11 Tips for Kick-@ss Webcopy