

Brevity in writing copy

Written by

Wednesday, 29 July 2009 15:35 -

While this principle applies to practically all types of writing, I've realized that its importance is amplified when I write copies for the web. As a typical web user who relies on search engines, I can attest to the effectivity of short copies versus longer ones. Sure, an attractive, catchy title may lure me into a site, but a huge block of text, not to mention unsightly design and obtrusive advertisements, usually discourages me. Normally, I just read the first few lines and click close. In doing so, I realize that that particularly copy has just failed.

This isn't saying that the quality of the writing is bad per se. As a user pressed for time, however, I don't even get the chance to scan through the whole thing just because of the text-heavy impression it gives. I've always said this: in the harsh competition for clicks on the web, you only have a second or two to make it work.