

How to Modify Your Website Copy So It Speaks to the Current Reality

Keep the structure & flow

- The approach you just learned is timeless. The web copy templates stay the same.
- But here again, supplement your web copy with some carefully chosen words.
- This will help prospects see that you're aligned with the current reality they're facing.



Entrepreneurship
simplified for
uncertain times.

Get the Free Tools



Meet the Books



Jennifer Wallace · 2nd

Owner at Jen Wallace Marketing and Coronavirus
Communications Design and Hubspot Expert

Saint Petersburg, Florida · 500+ connections · [Contact info](#)

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Jen Wallace Marketing



**Ringling College of Art and
Design**

Open to job opportunities

Senior Director Of Marketing, Marketing Director,
Director Marketing Communications and Vice...

[See all details](#)

Providing services

Lead Generation, Social Media Marketing, Content
Marketing, Content Strategy, Advertising, Market...

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The nurse who knows content



Connect

Message

More...

Elizabeth Hanes BSN RN · 2nd

Freelance content marketing writer for healthcare, health, medical. I can help with COVID / coronavirus projects

Albuquerque, New Mexico · 500+ connections · [Contact info](#)



Hanes Healthcare
Communications
The University of New
Mexico



Providing services

Blogging, Brand Marketing, Content Marketing, Content Strategy, Digital Marketing, Email Marketing, Marketing Consulting, and Search Engine Optimization (SEO)

[See all details](#)

Words that reflect the new marketplace reality

- In times of uncertainty
- In uncertain times
- In scary times
- In a difficult economy
- In a downturn
- When the economy is working against you

Words that reflect the new marketplace reality

- More value out of what you already have
- Better results with tighter marketing budgets
- Doing more with less
- Squeezing more value out of your copy and content
- Making your marketing actually work for you
- Getting a higher returns for every marketing dollar

Words that reflect what you do or how you help NOW

- I can help with COVID-19 / Coronavirus content marketing projects
- I help businesses write marketing content that works in uncertain times
- I help businesses in the [target market] market smarter during the economic downturn
- I help you get more value out of your limited marketing dollars
- I help you pivot and market more effectively during a crisis

Words that reflect what you do or how you help NOW

- I help clients get more value out of their marketing assets without breaking the budget
- I help you repurpose and rework marketing content
- I help you get more value out of your existing marketing assets
- I help companies in the [target market] generate better results from their content marketing efforts
- I help support marketing teams during uncertain times

**Incorporate some of these
keywords and key phrases into
your copy throughout your site.
Just don't go overboard. ;-)**