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.







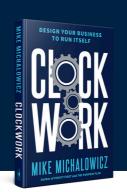
Entrepreneurship simplified for uncertain times.

Get the Free Tools





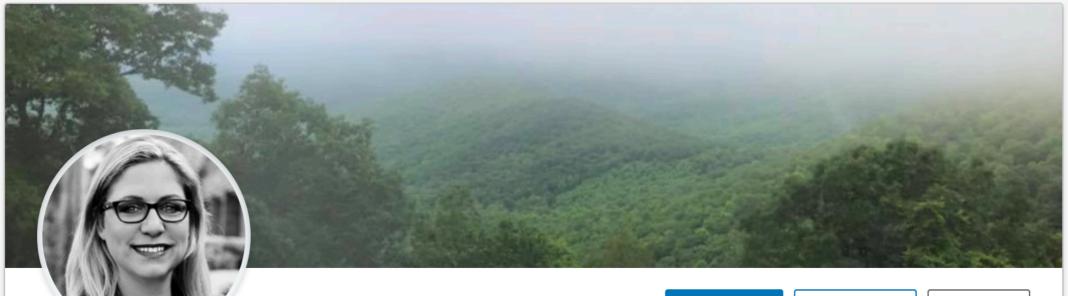








Meet the Books



Jennifer Wallace · 2nd

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

Saint Petersburg, Florida · 500+ connections · Contact info

Connect

Message

More...

且

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... See all details





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

且

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.;-)