



The Fincopy Company

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The Value of Great Web Copy

# Why does web copy matter? .....



The primary job of web copy is to create a feeling of conversation between visitors and your brand from the moment they arrive on your site. Copy also has to support the needs of the users, guiding them and inspiring them to take action, connect, engage and share. Since they take only 28 seconds to decide if your website will meet their needs, words need to be chosen carefully to ensure the greatest impact on every page and device.



# What are the benefits of good web copy? .....

1. Your search engine position improves because Google likes well-written content.
2. It will be error-free, which adds credibility to your brand.
3. Your content will be shareable and engaging to your online visitors.
4. It will be keyword rich, laying a sound foundation for SEO.
5. Its key objectives match the objectives for your website as a whole.
6. You're more likely to get backlinks from other websites to your quality content.
7. It will help you make a connection to members, which can lead to increased conversions and a higher ROI



# Why we do it well

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We call ourselves The Fincopy Company because our writers are extremely knowledgeable about the financial services industry, particularly credit unions. Our founders\* connected over credit union website copy and have been writing for or about CUs ever since.

Together we have developed personas and written copy for websites, marketing campaigns, newsletters, emails, digital displays, banners and social contests for more than 25 credit unions. We've also created content plans, brand guidelines, corporate identities and tone and voice guidelines that have provided our clients with cohesive direction to keep their words on brand and in line with who they are trying to reach in every channel.

Our mandate as a company is to help each of our clients find the words to tell their stories in a way that reflects the core truth of their brand.

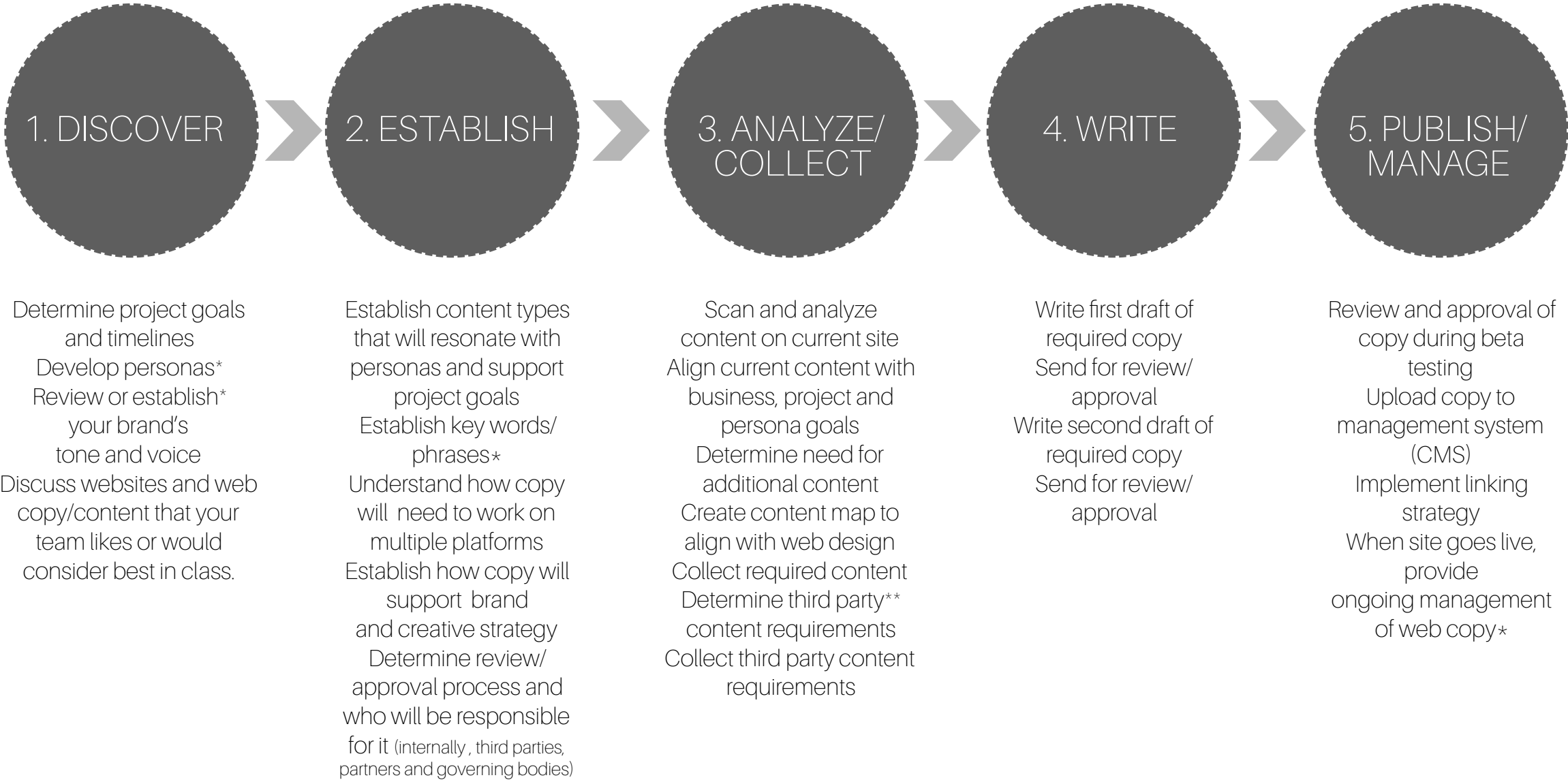
\*Learn more about our founders on page 9



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# Our approach to web copy

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\*The development of personas, tone and voice guidelines, keywords/phrases and ongoing management would each be considered a separate project that would serve to inform the web copy as well as other marketing initiatives.  
\*\*Third party content might include wealth management, insurance, credit card vendors, etc.

# Before we start writing

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With all of this established and a keen sense in hand for what your personas are looking for, we begin the process of copy development. Before we type a word, however, we work with your team to establish goal in mind for each page of the website. Then we ask a few more questions:

1. Which persona is this page targeting?
2. What is your USP for this page/product?
3. Is what you are offering on this page different from your competitors'? How?
4. What questions would a member ask about this product/service?
5. What message do you want to communicate about this product/service?
6. What keywords and phrases will boost SEO on this page?
7. Do you want members and staff to be able to share this page?



# Web copy examples - headings and subheadings

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## BANKING IS ABOUT MORE THAN MONEY.

We exist to help people do more, be more and achieve more with their money and their lives.

We do this by offering the best banking products and services in our branches, online and from mobile devices. We're driven by a cooperative philosophy that puts you-a Member and owner-at the centre of every decision we make, giving you a voice in how we're run and rewarding you for your loyalty by sharing our profits.

## HOME. IT'S WHERE THE HEART IS.

A mortgage is the beginning of something exciting.

It could be your first big investment, a family that's expanding, a busy life winding down, a place to spend your vacations or the dream home you've always envisioned. Whatever a mortgage means for you, we're on your side. We want to help you achieve your homeownership goals with mortgage products and services designed to empower you.

### Our strategy

- Concise, powerful **heading** crafted to grab the attention of the reader and compel them to read more
- **Sub-heading** written to capture the 'more' theme established by the credit union
- **Overview copy** written to appeal to persona-driven values of establishing a life-long relationship aspect between a member and the credit union



# Web copy examples - appealing to personas

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## Our strategy

This credit union identified three distinct personas they wanted to connect with:

- young members who might be moving away to pursue an education
- members who might not know about the CU's investment services and products or were nervous about getting started
- agricultural members who were either established or part of a new wave of farming operation purchases that was happening at the time

These copy excerpts demonstrate how the brand voice can speak in a distinct way to distinct audiences.

## SCHOLARSHIPS

*Growing Communities* - more than a catchy tag line.

It's about focusing on what matters the most to the people who live in our communities and then helping them achieve their goals. There's no better way for us to do this than to offer scholarships to deserving young people like you who are working hard and getting great grades.

The way we see it, you represent the best of our communities and a brighter future for all of us. Helping you with your education, even just a little, makes us all stronger.

## INVESTING

You don't need a lot to get started.

We offer our members an exceptionally wide range of investment products and services. Not only can we help you start and grow an investment portfolio right here in your own community, we also give you access to a nationwide chain of experts dedicated to helping credit union members like you. It's all a part of giving you outstanding service, no matter where you live, what you need or what the size of your account might be.

## EXPANDING

When our farmers succeed, we all do.

Whether you've been farming here for generations or are just getting started, we're behind you 100%. Not only do we provide same-day approval on most applications and after-hours service that flexes to your busy schedule. We can help you with:

- Agriculture Loans
- Agriculture Revolving Line of Credit
- Agriculture Quick Loans
- CALA Loans
- Agriculture Investment Loans





# Web copy example - linking and SEO strategies

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## BECOME OUR NEWEST MEMBER

If you want to feel valued by your 'bank', receive extraordinary service, access all of the tools you need to be financially empowered *and* make the place you live even better, your search stops here. Begin a new chapter as a member of Your Credit Union\*. Here are just a few great reasons to join:

### **We've got it all**

We offer every financial service you need, including [banking](#), [investment](#) and [planning services](#), [loans](#), [mortgages](#), [insurance](#) and [small business](#) banking services.

### **We're a local business**

Our 'head office' isn't in a far-off skyscraper. The [people](#) who govern and run Your Credit Union live in the community and love this area as much as you do. Decisions are made locally and quickly.

### **You're the boss**

As a member, you have a vote and a say in how your business is run, how your profits are invested, and who represents you on our [Board of Directors](#).

### **When we succeed, you succeed**

When you join us, you become a member and an owner of a successful, caring company. A percentage of any profit we make is [shared](#) with the people that matter the most – you and the people who live in our communities.

### **Grassroots goodness**

Given the choice, a growing number of people want a financial partner that's both [profitable](#) and [compassionate](#). If this sounds familiar, Your Credit Union is the financial partner for you.

### **We make it easy to switch**

If you'd like to [join](#) Your Credit Union but don't want the hassle of closing other accounts, not to worry. Switching to an extraordinary way of banking is as easy as visiting any [branch](#) or calling 888-888-8888.

Have questions or need more information? [Chat](#) with us, [e-mail us](#) or [give us a call](#).

### Our strategy

- Craft copy in a way that will resonate with identified 'potential members' personas
- Use a linking strategy that will make it easy for them to learn more about the CU's diverse services
- Seed keywords and phrases to support SEO strategies
- Highlight multiple ways for readers to take action/connect with the CU

\*Your Credit Union' is used as a fictional placeholder title.



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# Frequently asked questions

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## IS COPY THAT IMPORTANT ON A WEBSITE?

It really is, but only if it's well-written. Thoughtfully written copy that is free from errors and hyperbole will deliver your message into the hearts and minds of your members and, ultimately, help to increase wallet share.

## HOW MUCH COPY DO PEOPLE WANT TO READ?

Web copy is a unique beast. People will start with a scan to make sure you've got what they're looking for. They'll give you about 28 seconds to prove it with your headings, subheadings, bold text and links. If that grabs them, they will read your copy. However, they want the sentences to be short (about 12-15 words) and they want you to:

- break up your text with headings
- use bullet points to capture the important stuff
- provide links that make it super-easy to navigate

As an interesting FYI ... on a page with 111 words or less, 49% of words are likely to be read.

## HOW MUCH TIME WILL SOMEONE SPEND ON ANY GIVEN PAGE?

A recent study into web-viewing behaviours suggests you have about 28 seconds to establish that you've got something to offer before a person clicks to another site.



# Frequently asked questions

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## HOW IMPORTANT IS IT TO KNOW YOUR AUDIENCE?

You can't communicate anything, let alone compel someone to act, unless you know who you're speaking to. Using personas that are representative of your target audience helps you write to them as though you're speaking to them directly. Not only will this support messaging that resonates with their needs, it will build trust in your brand and what you have to offer as a financial partner.

## CAN PEOPLE FROM OUR CU WRITE OUR WEB COPY?

While you should absolutely involve your staff in the process, multiple writers will ultimately water down your message and lead to inconsistencies that could have a negative impact on your brand. Even if they were cum laude English majors, they likely haven't been taught how to write benefit-oriented copy that will resonate with your target audience, feed the search engines what they want and craft messages that support your brand.

## WHAT'S THE VALUE OF HIRING A COPYWRITING AGENCY?

We could write a book on this topic, but we've already told you to keep the words to a minimum.

Here's the thing: You're making an investment in your website. You want it done right. That means hiring a professional who will agonize over every word, sentence, and paragraph. Not too long; just enough words to grab the attention of your audience in a way that makes them happy to interact with your brand. All typo-free and in the correct tense.

Here's the other thing: writing web copy takes a lot of time and there are likely other areas in which your staff's expertise is required.

Hire a copywriter, then divide and conquer.



# Our writers



Fincopy is the brain child of Kathy Matkin-Clapton and Rachel Milan. These two women became marketing communications colleagues in the financial services sector almost 10 years ago at thirdstream, inc. (formerly Webtech and CUMarketing).

In working together they learned firsthand that writing creative, concise and engaging copy is a core challenge for companies. They also learned that they were a powerful team when they combined their talents. Together they have crafted words that have helped financial service brands of all sizes tell their stories. Some of these words have even helped their clients win national MACU awards. As business partners and the best of friends, the work that Kathy and Rachel do together is rooted in the values of truth, integrity and last but not least, fun.



## KATHY MATKIN

Formerly the creative and copy director at thirdstream, Kathy has written web and other marketing copy for dozens of credit unions across the country. A skilled listener, Kathy just 'gets' the big picture of what our clients are trying to achieve as well as the subtext of what they are trying to say and has the ability to articulate all of this in virtually any brand voice.

## RACHEL MILAN

A brand storyteller and writer with an intuitive sense for what people are really looking for, Rachel has led national and regional marketing and communications strategies for FIs and organizations of all sizes. Her creative skill, warm personality and ability to capture in words what our clients are needing to say make her incredibly easy to work with.



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