
Write the Right Way & Avoid These 10 Common Copywriting Mistakes



Copywriting can be as polarizing as cilantro

– people generally love or hate it. However you feel about it, copywriting is an essential component of your overall marketing strategy and one that packs a big punch for presenting your company’s brand to the world, building personal connections with customers, and maximizing your SEO ranking potential. If copywriting does not come easily to you, but you recognize it as a necessary function of effective marketing, you have come to the right place. We will go over some of the most commonly seen copywriting pitfalls and what you can do to avoid them.

What Is Copywriting?

First, it is essential to know what copywriting actually is: writing copy for advertising and marketing purposes. Copy is used in countless ways, including the following few examples.

- Social media posts
- Blogs
- Website content
- Web pop-ups
- Web banners
- Emails
- Video scripts
- Printed brochures
- Billboards
- Radio ads

Effective copywriting is strategic and focused on moving potential customers through the sales funnel of the buyer's journey.

The 10 Biggest Copywriting No-Nos

Now that we understand more about copywriting, we can explore some conversion-killing copywriting mistakes made all too often in our industry.



1. Being Too Sales-y

Making it seem through your copy as though all your company cares about is taking your customers' money will backfire. When you write about a good or service, the potential buyer wants to know how it will benefit them, whether through an emotional payoff or by solving a pain point they experience. Rather than solely extolling your product's virtues or highlighting its features, **give customers that human connection** they crave.



2. Writing for Yourself...or Everyone

When copywriting, you should **put yourself in your customer's shoes** rather than writing as if speaking to yourself or from your own experience. Potential customers want to feel like you understand their “unique” problem — and that you can solve it for them. It would be a mistake not to write with a specific audience in mind. If your writing is too general and it appears it was written for mass consumption, its chances of being ignored altogether are greater. One way to combat this is to develop clearly defined buyer personas that help you tailor your writing based on what works best for each one.

The adage goes, “You can't be everything to everyone,” and neither can your copy. In addition to identifying your target audience, perhaps the most helpful thing you can do is figure out who your target audience isn't, so you can remove any language or copy that speaks to that audience.



3. Neglecting SEO

SEO is one of the primary conduits for getting readers (i.e., potential customers) to your website. **Make it easy for search engines to find you** by strategically including relevant keywords and meta descriptions that help your site rank higher. Performing a simple keyword search through tools like UberSuggest or SEMRush will help you learn which terms your customers use to search for topics related to your industry. But be smart about keywords because “keyword stuffing,” or indiscriminately adding keywords all over your site, will get you penalized.



4. Speaking Jargon

Making assumptions about what your readers understand can cause the rate at which people visit your page and quickly go back out of it to increase exponentially. Instead of using industry-specific jargon, **speak in a way anyone reading your content can understand.** Jargon, buzzwords of the moment, and industry-specific abbreviations should be left to your company's internal Slack conversations.

Similarly, avoid language that sounds insincere, copied and pasted, or robotic. If you think about how you would talk to a potential customer face-to-face as you write, you will convey sincerity and relatability through your copy. Writing too formally for the wrong audience may make you lose your audience before they get what they need from your pages — generally speaking, you want your copywriting tone to be conversational without being flippant.



5. Focusing on Quantity Over Quality

Rather than writing for a specific word count, **make every word count.** Say what you need to say, but try to avoid using 8 words where 4 will suffice and achieve the same goal. Never be afraid to edit and edit again. If you see places where your copy could be more straightforward or more concise, cut it down.

Above all else, ensure your words communicate your brand's message effectively and avoid using meaningless, vague fluff words like:

- Really
- So
- Good
- Nice
- Very
- Stuff (or things)
- Etc.
- Great
- And more

And remember that many readers scan content rather than reading it, so break up large chunks of text with graphics, subheadings, or bulleted lists like the one above.



6. Using Unclear Calls to Action

Many copywriters fail to explicitly tell readers what their next step should be. If you are focusing too much on your own product and are scared to make the ask of potential customers, your writing becomes narrative rather than leading. **Include strong calls to action** — that indicate you understand the pain point your customer wants to solve — so they know how to easily get to the next step of their buyer's journey.



7. Switching Your Tone

When copywriting, you should **keep the same tone and feel** of the writing on your other platforms, including social media, websites, and email marketing, to name a few. Jumping between styles will confuse your readers and cause them to feel disquieted. Similarly, it should be standard practice to view the content previously put out by your organization to ensure yours matches the already established brand voice. If your writing is disjointed from past copy, your customers will notice. They may not be able to pinpoint precisely what is different, but something will not sit right with them as they read it.



8. Having No Credibility

We live in an era when **word of mouth and trust** mean more to consumers than perhaps ever before, particularly for small to mid-sized businesses. Customers are more likely to have faith in your good or service if your copy relays that other people similar to your potential customer have trusted you and have reaped the rewards. This can be done through case studies, reviews, testimonials, partner logos, or anything else relevant to your industry.



9. Writing Weak Headlines

If you fail to capture your reader's attention from the first time they lay eyes on your work (e.g., your title), they are not very likely to read what you have written for them. **You should optimize your title for SEO** and include the keywords your customers use to search the internet. A wildly creative title is less important than one that will show up for search engines. To test your headline, check out tools like [HeadlineAnalyzer](#).



10. Missing Grammatical Errors

If bad copywriting kills your conversion rates, your copy's grammatical errors can be considered *murder in the first degree*. **Edit as much as possible**, stepping away between QA sessions to return and catch mistakes with fresh eyes. It's also smart to utilize a grammar checker such as Grammarly to catch as many errors as possible and have an objective party review your copywriting before publishing. If you publish with mistakes in your work, you could quickly lose any credibility you worked to obtain with your customers.



PHOS Helps You Tell Your Story

So, there you have them — the 10 most commonly made copywriting mistakes. If you know that this marketing area is not your company's strong suit, and you struggle to find the words to use to best tell your story to the world, [PHOS Creative](#) is here with the keyboard. [Our team](#) of knowledgeable digital marketing professionals knows how to write content that will help you push the needle for your brand in an authentic and missional way. [Connect with us](#) today to find out how we can help you fuel your bottom line through the power of effective copywriting.